



National Eczema Week 19-27 September 2009

'Itching to help!'

To mark National Eczema Week 2009 (19-27 September) the National Eczema Society is launching a booklet to help patients and carers cope with one of the most distressing symptoms of eczema – the itch.

Entitled **'Itching & Scratching'** the new booklet aims to help patients take control of their condition by explaining why it makes them itch, and how itching and scratching affect the skin, as well as offering crucial advice on how to reduce or control the itch through both treatment and a range of practical tips.

With 1 in 5 children and 1 in twelve adults in the UK affected by eczema, the Society is also using the theme of the week – **'Itching to help!'** – to underline the information, advice and support it offers to individuals and families battling this incurable condition.

Chief Executive of the National Eczema Society, Margaret Cox, explains: "Given the individual nature of the condition, and the range of symptoms and triggers experienced by different patients, there is no 'one size fits all' treatment regime for those with eczema.

"Finding what works for you and your skin can be a long, frustrating and painful process which is why we're here to equip patients with the knowledge and skills they need to successfully treat their eczema, as well as providing practical and emotional support.

“Our comprehensive website provides an invaluable insight into the condition while our freephone helpline is not only a gateway to our information library but also a listening ear. Sometimes, just talking to someone who understands what you are going through can make all the difference.”

The Society is also urging its supporters to mark the week with a fundraising event.

Adds Cox: “As the only UK patient charity for those with eczema we rely heavily on donations, both large and small, to fund our work and, like many smaller charities, we are finding it challenging to operate in the current economic climate.

“That’s why, this year, we are asking the public to support our annual awareness week with a street collection, charity stall, sponsored event or National Eczema Society Christmas card sale to help us raise the money we desperately need to continue making a difference to the lives of those with eczema.”

A free copy of **‘Itching & Scratching’** can be requested by emailing helpline@eczema.org from the 19 September onwards. Alternatively, call the National Eczema Society helpline on 0800 089 1122 to order your free copy.

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For further press information, including patient interviews and expert quotes, contact our press office on 020 7561 8236 or email exchange@eczema.org.