



Infant skin care

Infant eczema control



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This booklet can also be read from
a two-dimensional (2D) code.



Sai-No-Kuni,
Saitama Prefecture.

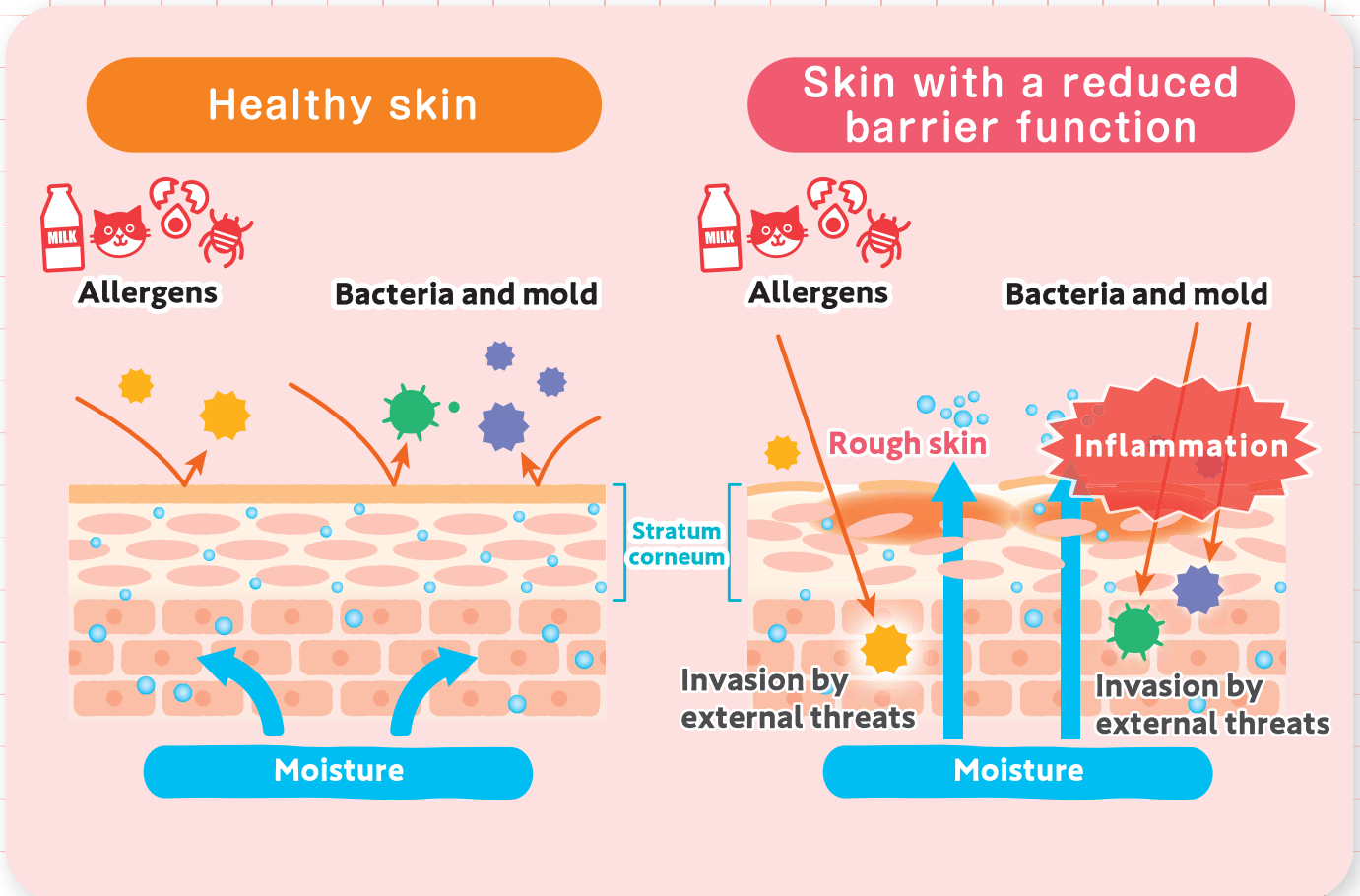


Otsuka Otsuka Pharmaceutical

Otsuka Pharmaceutical has concluded a comprehensive health-related partnership agreement with Saitama Prefecture and is cooperating to improve the health of the prefecture's residents.

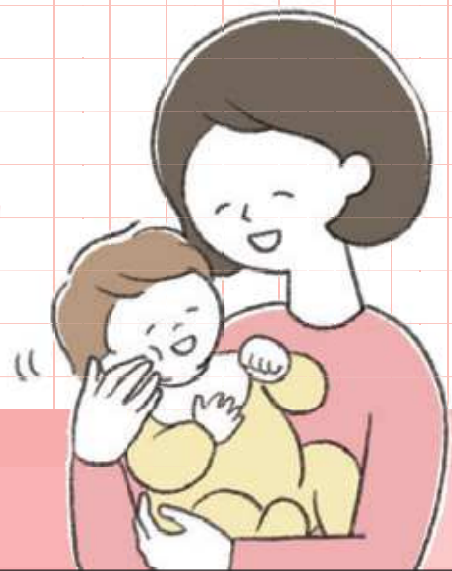
Infant “rough skin” and “food allergies”

Skin has a barrier function that protects from various external threats. However, this barrier function is impaired in eczema areas, allowing external threats (such as bacteria, mold, and other allergens) to invade. As a result, causing dryness due to moisture loss.



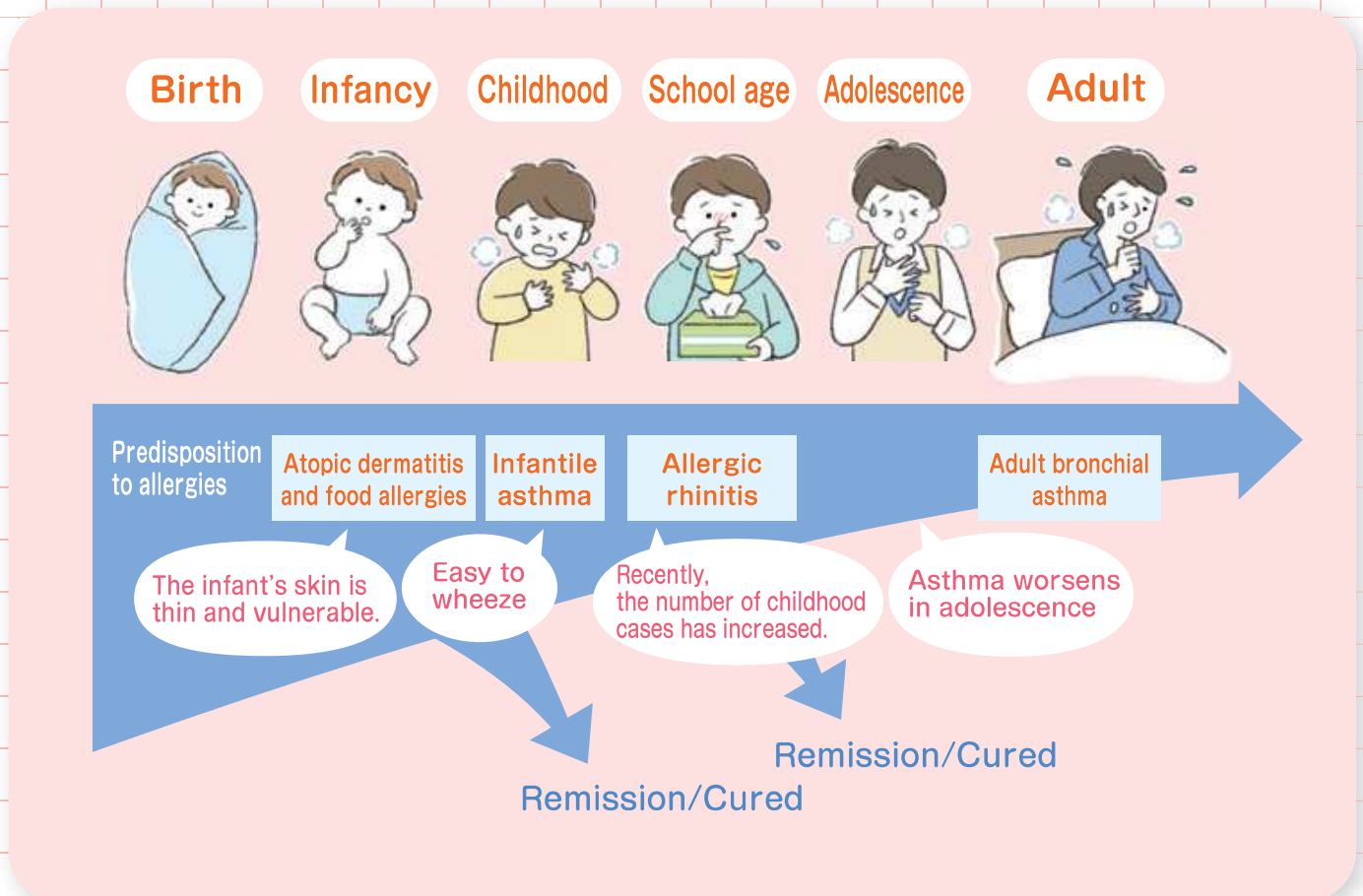
It has been shown that eggs, milk, and other food ingredients can cause food allergies or aggravates the rash if they enter through the eczema area. Infants are especially at risk of this condition; therefore, it is important to improve eczema before starting baby food.

I didn't know that rough skin or food allergies are related.



Eczema is the beginning of allergic march.

Allergic diseases included asthma, atopic dermatitis, food allergies, allergic rhinitis, and hay fever. The allergies development vary with age. Eczema and atopic dermatitis often develop first in infancy, followed by food allergies, asthma, and allergic rhinitis.



Although not all individuals develop this flow of diseases, the successive onset of various allergic diseases with age is referred to as an “allergy march,” using the analogy of the march of a musical band. It is important to stop the progression of the allergy march to prevent allergies.

Keep skin clean

1 The first step in infant skincare is to keep the skin clean.

Infants have a high metabolic rate and sweat excessively; therefore, they should be washed at least once daily with infant soap or body shampoo.



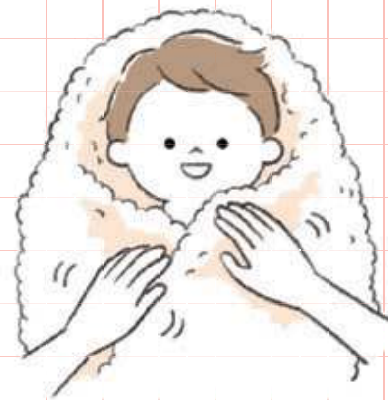
2 Wash gently and carefully using the palm of your hand.

Lather up the soap or body shampoos and wash gently with the palms. Areas such as around the neck, around and behind the buttocks and private parts are the parts where dirt tend to remain in particular. Therefore, use index finger or thumb to smooth wrinkles and creases to wash thoroughly. Be careful with long nails as they may damage the infant's skin.



3 Gently pat the infant dry.

Once you have cleanly removed any soap or body shampoo from the infant's skin, wipe off the moisture thoroughly by gently patting the infant dry with a bath towel.



If your infant appears itchy or not improving consult your healthcare provider.

Infants often experience skin problems referred to as “infantile eczema”. Consult a pediatrician or dermatologist if the infant appears to be itchy continuously or not curing.

Sticky or bumpy yellow scab-like areas on the head and hairlines.

Red eczema on the skin of the face, head, rear ear, and earlobes.

Acne-like bumps on the cheeks, nose, and around the mouth.



Rubbing the face against the parents could also be a sign of itching.



Saitama prefecture HP

Site of allergic disease control

<https://www.pref.saitama.lg.jp/kenko/iryo/kafunsho/index.html>



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