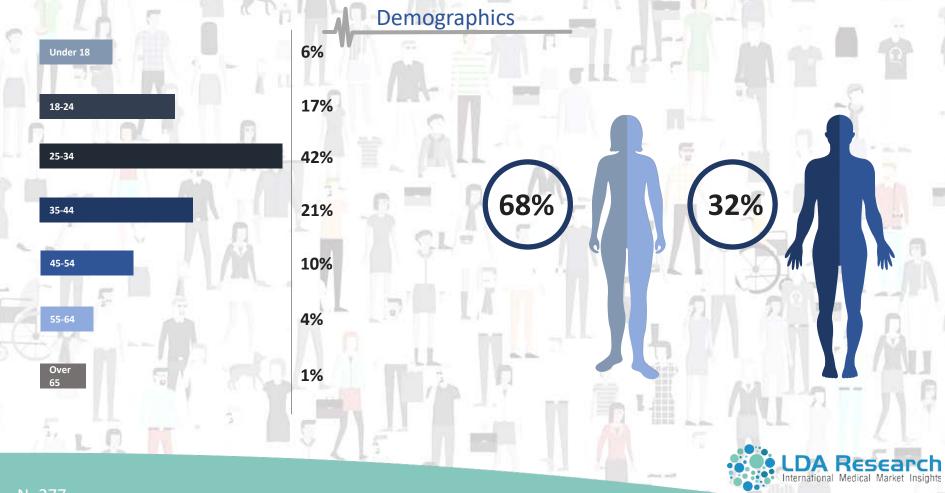




Eczema Survey 2018

LDA Research Ltd.,



How is your eczema today?

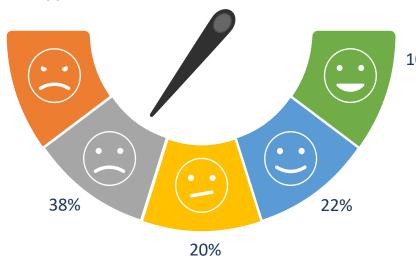


10%

It is uncomfortable when at school and very painful when it's cold weather



It's horrible as I have to wash my hands up to 50 times a day as I have a premature baby and need to have clean hands constantly





It makes me look unprofessional in my

job when I scratch my head

Why is that?



Very uncomfortable in winter with heavy socks boots



10%

Very visible, often very sore, face is exposed to elements so going outside etc can cause pain

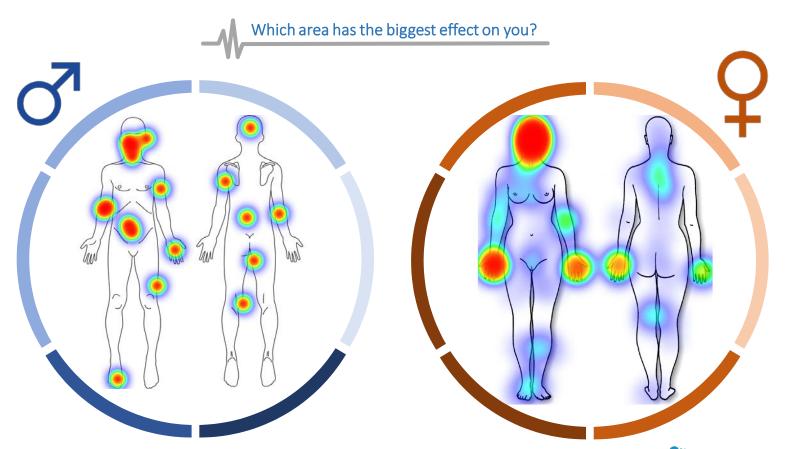


Its painful. I work in a place where I am constantly working with my hands and washing my hands which severely impacts my day to day routine.



Which body areas are affected by Eczema?

LDA Research
International Medical Market Insights





Please can you tell us why this is (the area that has the biggest effect on you)?



FACE

Visibility, embarrassment (impact on mood and mental health (depression / self esteem / avoiding social situations), inability to put makeup on, encourages wrinkles,, difficult to clean, creams can irritate eyes, difficulty / discomfort with blinking, facial expressions etc.,. Irritated by moisture (around mouth / nose / eyes) irritated by glasses, irritated by shaving / hard to shave

"It feels so hot and itchy I can't concentrate on anything else.

It affects my self esteem as it's so obvious on my face and I
feel embarrassed by how flaky or red and blotchy I look."



ARMS

Irritated by clothing, embarrassing when exposed "It's very visible & makes me self conscious when wearing short sleeved tops."



HANDS

Impact on work that uses hands (loss of job mentioned as a consequence), visibility, embarrassment, irritated by frequent movement, (causing it to crack and bleed), impacts ability to grip and bend fingers, made worse by cold weather, takes longer to heal because of hand washing

"Its painful. I work in a place where I am constantly working with my hands and washing my hands which severely impacts my day to day routine."



FEET

Irritated by socks and shoes, painful on sole of foot, walking is painful "Very uncomfortable, especially when it flares up on the sole of my foot. I hate the way it looks, I'm very self conscious, especially in Summer.."



Please can you tell us why this is (the area that has the biggest effect on you)?



LEGS

Irritated by clothing, embarrassing when exposed, irritated by shaving / hard to shave, uncomfortable rubs when walking, impact on sex life "Very uncomfortable, often gets infected which makes it very painful to walk."



HAIR / TOP OF HEAD

flaky skin in hair, irritated by hair brushing, hard to wash.

"It is under my hair so always itchy and can catch it when brushing my hair."



ABDOMEN / THORAX

Irritated by clothing, made worse by sweat, sweat causes it to spread, impact on sex life, can bleed through clothing

"It's very itchy and as it's on main torso, clothes touch it which make it worse."



BACK

Uncomfortable to sit / lean back, difficult to sleep, hard to apply creams, irritated by bra

"Very sore when i lean back to sit down and cracks when i bend my back."



In your own words how does eczema effect your life?

















Does eczema make you more or less likely to do things (go on a date, go to a party etc.,)

Yes 67%

































"Stops me wanting to wear certain things, meaning I don't want to go out, don't want to date as don't want to show my scars and skin

"If I have a flare up or it is particularly bad on my face I do not want to go places. Sometimes because I do not feel well enough but sometimes because I feel I look terrible.

"I avoid social situations, I'm less active at work and more likely to sit at my desk and not talk to anyone. I only do what is absolutely necessary. I also prefer to sleep and use tiredness as an excuse as I'm not worrying about it when I sleep.

"You feel very self conscious, constantly scratching with clothes often covered in blood. It has a major impact on your self confidence. I don't think anyone recognises the mental impact of having severe eczema.

PLEASE CAN YOU TELL US A BIT MORE ABOUT THIS?

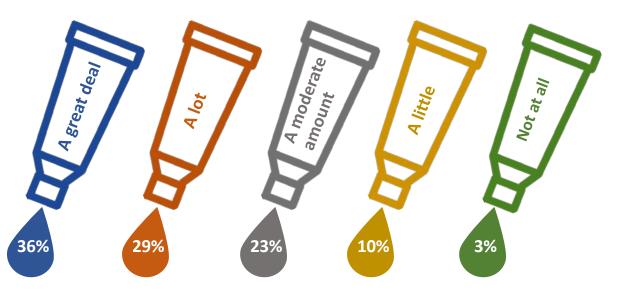
- Cant swim / go to the beach
- Wont go out at all when bad
- Drinking alcohol / exposure to cigarette smoke makes skin worse
- Exercise makes skin worse
- Going out in cold weather makes it worse
- Self conscious / embarrassed to go out
- Impacts holiday choice swimming, exposing skin
- Limits clothing choices keep skin hidden
- Can't / won't go to work (infection control / embarrassment)
- Won't date / limits dating / intimacy can be embarrassing and painful



How much does stress effect your eczema



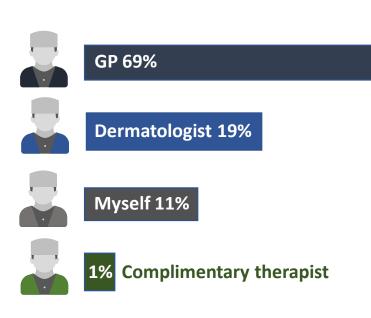


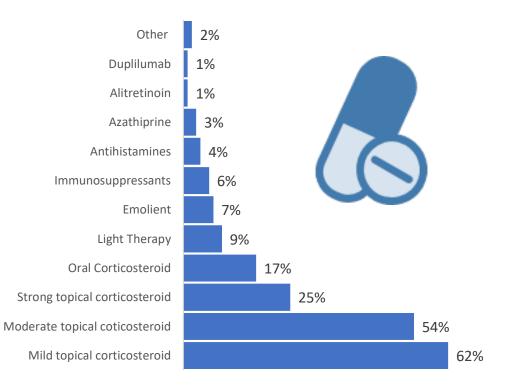






Who treats your eczema? / What prescribed treatments have you used in the last year?









Concomitant conditions



Other 5%

Anxiety 1%

Chronic / sun urticaria 1%

Impetigo 7%

Severe skin infections 8%

Food allergies 15%

Depression 17%

Asthma 19%

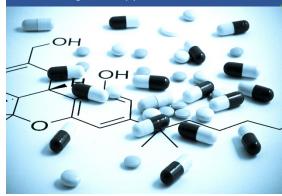
Hay fever 26%



What would you change about your treatment that would make it easier for you to live day to day?

OVERALL TREATMENT

- Just something that works
- Less side effects
- Works quicker
- Treatments that don't include steroids
- Long term effectiveness
- One treatment not multiple
- Helps pain of cracked skin
- Ease Itching
- Home light therapy





TOPICAL TREATMENTS

- Not greasy / sticky
- Cream that lasts all day / once a day application
- Easier application
- Quickly absorbed
- Less time consuming to apply
- More pleasant odour
- Creams specifically for the face
- Body wash for eczema

INFORMATION AND SUPPORT

- More information about how / when to use medicines
- For doctors to take it more seriously
- For doctors to listen
- Less waiting time for appointments
- To be able to see a dermatologist





What would you change about your treatment that would make it easier for you to live day to day?



I would like to have some kind of a professional skin care plan (almost like a diet plan) because I am never certain if my daily skin care routine is as good as it could be. There isn't enough information also about how to manage eczema and I feel as though there needs to be some kind of an official database containing all of the brands and products that are safe for eczema patients to use.

The option not to have to keep putting cream on my hands so I don't keep dropping things and not to have to carry so much with me

If the ointments absorbed quicker and didn't leave my skin sticky or wet. I hate the way ointment stays on my hands and is hard to wash off because I worry about coming into contact with my young children after using it

Find something that works long term. Often I find treatments work for a few months and then start making it worse. Or I would like a treatment that does not cause side effects, as I have had medication that has caused nausea, swelling, burning and acne.

Knowing when to move from emollient to add hydrocortisone and when emollient is enough

Having to wait and delegate out putting on steroid cream first and letting it soak in well before I put on moisturiser so I don't "dilute" the effect of the steroid

Some form of medication that doesn't cause worse flare ups in the future and that deals with the itchiness not just the broken skin

I ended up in a dermatology ward for two weeks and this was the first thing that helped to bring my eczema to a manageable level. Maybe if this type of intensive treatment was offered sooner it may go a long way to getting the condition under control rather than visiting a dermatologist once a month with no significant progress.

no more steroid creams , as they are a quick fix, skin improves then $\ensuremath{\textit{qets}}$ worse

The ointments I find are quite greasy I understand they need to moisturise the skin but it makes it hard to do normal things like get dressed for work. Also the smell of the ointments can be quite medical so that puts me off a little bit.

Finding a cream that works and continues to work instead of working for a short period of time

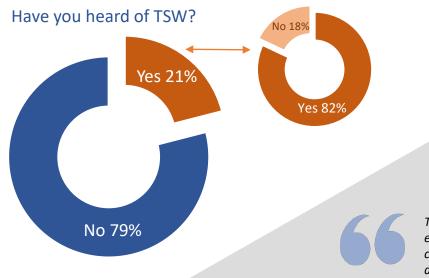




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Topical Steroid Withdrawal (TSW) Awareness





What have you heard?

- Long term topical steroid use can cause skin damage
- Occurs when someone suddenly stops using steroid cream after long term use
- Skin becomes dependant on steroids

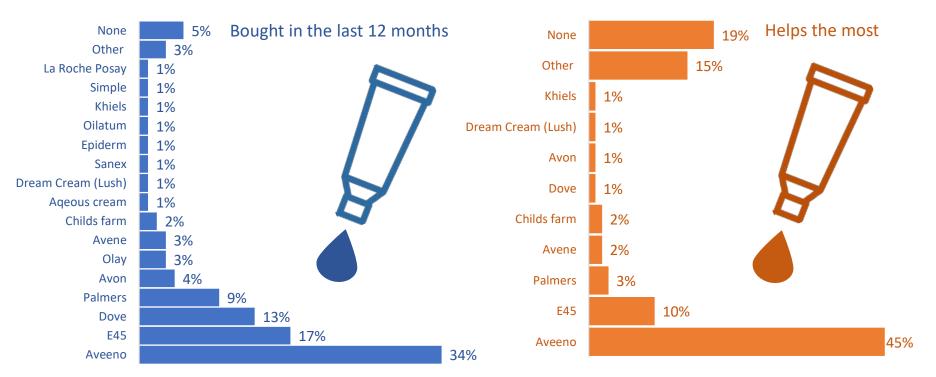
That the skin get used to corticoids and needs always more. in the end eczema is not manageable anymore. I tried to remove completely corticoids but it did not work. I am now on a very small dose that I decrease over time and it works very well (Aron regime)

Skin becomes dependent on steroids and when you stop taking it your whole body reacts and goes red. You can then go cold turkey and stop being reliant on steroids but it's very difficult.





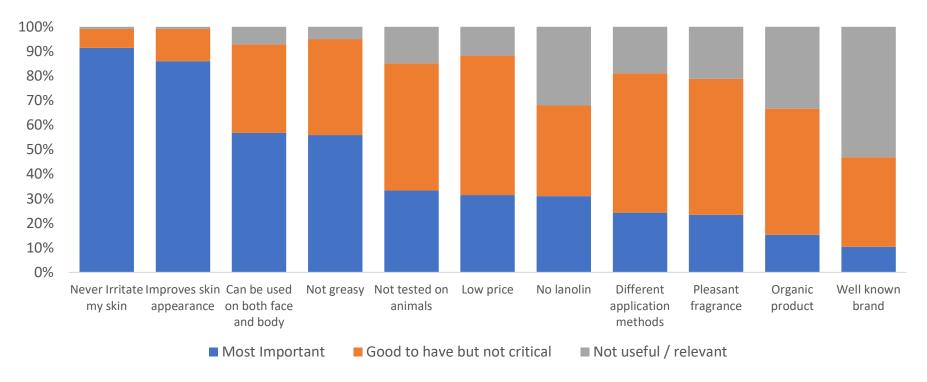
Non prescription skin products







Importance of factors in choosing skin care product





Message to pharmaceutical companies developing products for eczema



Please:

- Listen more to patients
- Consider different skin types (oily, dry etc)
- Make it not too expensive
- Provide Advice on how to apply

Consider:

- More natural ingredients
- A product that smells pleasant / No fragrance
- Make it suitable for all the family
- Don't change ingredients
- No animal testing
- Make it free from allergens
- Make it less harmful than steroids





Also consider

- · Sun-cream for eczema
- Eczema friendly wet wipes
- Antibacterial products for eczema
- Providing free samples

Make packaging

- Child friendly
- Less medical looking
- Offer a variety of sizes incl travel size
- Pump / spray dispensers

Make products that are:

- Less greasy
- Absorbed quickly
- Applied easily
- Light weight
- Long lasting

Develop products for

- Eczema on the scalp
- Safe to use around eyes / eyelid
- Reducing itching and pain
- Help improve appearance / stop redness / scarring
- Using with makeup





Message to pharmaceutical companies developing products for eczema



It might not be life threatening but it's life altering. What about my quality of life. Why don't I deserve one? It's not just "dry skin"

Keep the treatments as organic and natural as possible. Develop products that assist the skin in repairing itself, instead of causing more damage.

A spray on steroid would be a good idea to stop overapplication and reduce rubbing

Have products that can be safely used in eyelids - I have severe eczema around my eyes but many products claim you cannot put them around your eyes!

More development needed on over the counter products so we can control the condition more easily rather than getting prescriptions that rarely work and therefore re visiting the drs for yet another prescription.

Pump dispensers are favoured by my family as they hold a lesser chance of cross contamination and spreading bacteria than tubs, so more of those would be great.

Make something that is useful for eczema in the scalp. It's the bane of my life. I can no longer use steroid lotions on my scalp and all the medicated shampoos literally strip your scalp. Mine needs oil mad moisture. I have to use olive oil 30minutes before I wash my hair to help before I wash my hair. Imaging how much time this takes out of my day, every day. Even then it bleeds and burns.

To try and develop creams that aren't greasy and uncomfortable to have on. Eczema makes the skin quite sensitive and sometimes I find myself washing creams off because it feels so uncomfortable

Smell is very important. If I have to use a lot I don't want it to smell horrible. I can't use other fragrance products so a cream that smells good would be brilliant. Everyone wants to smell nice!

Don't just focus on the eczema, focus on skin type, i.e. oily, dry, sensitive

It ruins people lives you need to do more





Thank you



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