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THE BASICS OF ECZEMA

THE TYPES:

Well, there are actually seven different types of eczema. Depending on the type of eczema, it could be caused by a food allergy, an immune response, or even a product you could be using in your everyday life like your laundry detergent or shampoo.¹

- I. Atopic Dermatitis
- 2. Contact Dermatitis
- 3. Dyshidrotic Eczema
- 4. Hand Eczema

- 5. Neurodermatitis
- 6. Nummular Eczema
- 7. Stasis Dermatitis

THE SYMPTOMS:

Although the causes eczema can be quite different, they all present with common symptoms including dry, scaly skin, redness, and intense itching.²



THE CAUSES:

The cause of eczema is still unknown but it's though to stem from³...

- Inherited Genes
- Overactive Immune System
- Lifestyle Practices & Exposures
- Food & Environmental Allergens

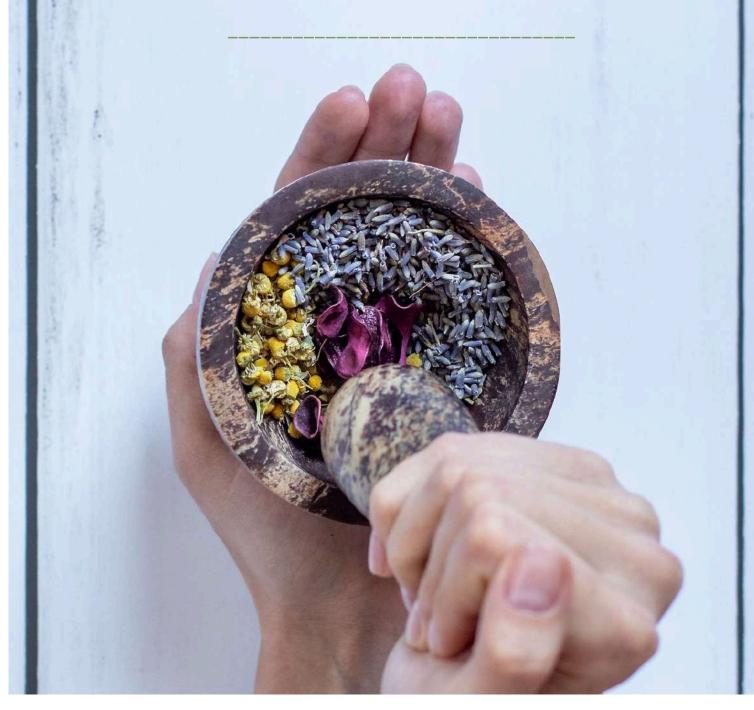
FACT:

Scientific research has identified a specific gene mutation related to skin barrier function that seems to play an important role in the development of eczema.

Wouldn't you rather discover the <u>trigger</u> behind the reaction as well as soothe those frustrating symptoms?



This guide will address eczema from the inside out with soothing oils, healing botanicals, nourishing vitamins, potent plant-based ingredients, and important lifestyle practices.



GETTING TO THE ROOT OF IT

1. ELIMINATE TOXIC INGREDIENTS

Did you know that something in your house right now could be causing your flare up?

- Synthetic fragrances
- Isothiazolinones an antibacterial that is commonly found in personal care wipes
- Cocamidopropyl betaine used to thicken shampoos and lotions
- Formaldehyde commonly found in household disinfectants
- Paraphenylene-diamine used in leather dyes and temporary tattoos
- Antibacterial ointments like neomycin and bacitracin





Did you know that your perfume could contain dozens to even a hundred synthetic compounds?

Ingredients used in perfumes are one of the most frequent causes of contact allergic reaction that's why we always recommend patch testing before a full application of a cream or other skin products.⁴

Fact:

People with a history of eczema have a 10% chance of a reaction compared to 1% to 4% of the general public, meaning you can never be too careful.⁵



3. DISCOVER HIDDEN ALLERGENS

Allergens can be sneaky-they can show up at any time and manifest physically in many different forms from asthma to eczema. Allergens can be in the environment by pollen, pet dander, dust, cigarette smoke, and mold.

The most common food allergies include⁷ ...

- eggs
- fish
- milk
- peanuts

- shellfish
- soy
- wheat

Fact:

Up to 40% of children with moderate to severe atopic dermatitis also have at least one food allergy.8



4. TUNE INTO TO YOUR BODY

Start a <u>daily food journal</u> and take note of anything food related that could be making your symptoms worse.

Assess Yourself For The Following Symptoms...



- Bloating
- Brain Fog
- Constipation
- Diarrhea
- Headaches
- Upset Stomach
- Feeling Anxious
- Feeling Angry
- Changes in Skin
- Itching
 - Watery Eyes
 - Painful Joints
 - Swelling



5. FOOD & FEELINGS CALENDAR

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6. NATURAL FIBERS

Did you know that the use of synthetic materials in textiles and clothing has increased from a yearly production of 2.1 million fibers in 1950 to over 50 million tons today. Synthetic fabrics are made out of plastics and toxic chemicals-substances can increase the risk of skin irritation and itching.

<u>Back to the basics:</u> wear natural breathable fibers that are closest to their natural source and hypoallergenic.

- Cotton
- Linen
- Silk
- Bamboo
- Hemp









7. SIDE EFFECTS OF CONVENTIONAL TREATMENTS

Typical conventional treatments include antihistamines like Benadryl, corticosteroid creams with hydrocortisone and fluocinolone, and calcineurin inhibitors like Protopic and Elidel. Unfortunately, all of these treatments only focus on the symptoms rather than the cause and can come along with some pretty hefty side effects. Calcineurin inhibitors are also used after organ transplants because of their immunosuppresive effects but this can also leave you vulnerable to colds and viruses. Antihistamines might be able to reduce symptoms like redness and itching but they can also leave you drowsy and disoriented. Lastly, topical corticosteroid creams can actually cause thinning of the skin, stretch marks, and even induce rosacea.

At Puriya, we believe you shouldn't have to suffer with harsh sides effects for an effective treatment.

8. NATURAL REMEDIES

ISTOC by Getty Imag

Increase your Omega's. Up your Omega 3's by eating more fatty fish including salmon, albacore tuna, mackerel, sardines, and herring as well as avocados. Food based sources of omega-3 fatty acids help reduce inflammation in the body and can improve signs and symptoms of eczema.¹⁵

<u>Drink more water.</u> Water is the main component in cells and tissues and is involved in many different skin functions including the water barrier function. Studies have shown that increasing your water intake to 2L per day can have a positive effect on your skin.¹⁶

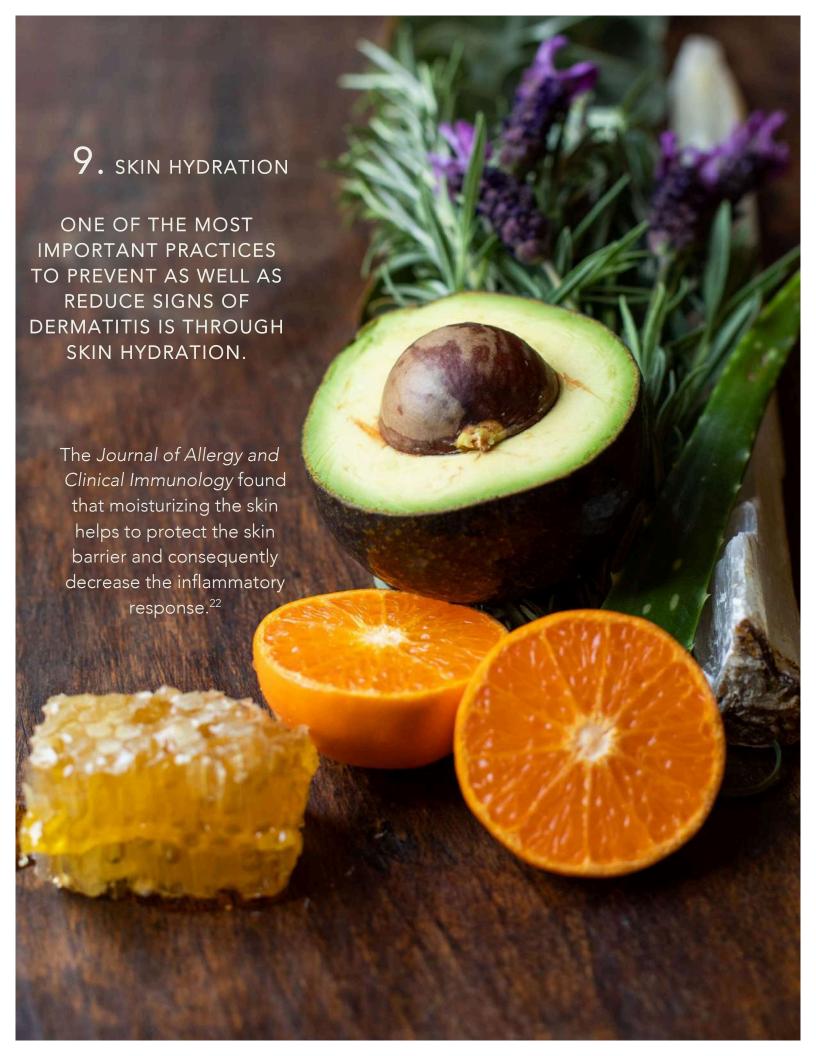
<u>Follow the rainbow</u>. Focus on foods rich in flavonoids like cherries, kale, broccoli, and spinach, which nourish your body and reduce inflammation from the inside out.¹⁸

by Getty Images



<u>Support your microbiome:</u> Having a balanced microbiota supports immune health and improves digestion and nutrient absorption. A study found that children prone to allergies had higher numbers of certain gram-negative bacteria and staphylococcus aureus.²⁰ The study concluded that this slight imbalance could predispose them to atopic dermatitis.

Get enough Vitamin D. It's important to maintain an adequate level of vitamin D in the body for overall immune health. A study published in the *Journal of Allergy*, *Asthma and Immunology Research* found that a vitamin D deficiency was related to the severity of atopic dermatitis associated with food sensitization.²¹





The Mother Of All Creams was developed through rigorous scientific research, painstaking evaluation of plant-based remedies, and meetings with the world's leading experts in order to create this plant-based and yet highly effective in treating various skin conditions. It contains soothing oils, healing botanicals, nourishing vitamins, and natural remedies to soothe, hydrate, and repair your skin.

Soothing Oils

- Jojoba oil: Native American tribes were very familiar with this oil and commonly used it for skin and hair treatments because of its rich mineral and vitamin content. Modern science can verify its uses from soothing irritated skin and easing wounds to banishing blemishes.²³ ²⁴ ²⁵
- Avocado Oil: You might be familiar with eating this delicious fruit but you might not know the medicinal benefits of this nourishing oil. Studies have shown that avocado oil can help build collagen, speed wound healing, and decrease redness.²⁷ ²⁸
- Amaranth Oil: Touted as a superfood, this silky oil is packed with vitamins and phytonutrients, rich in oils, and loaded with a unique constituent called squalene-thought to support skin regeneration and increase hydration.²⁹

Carrot Seed Oil: Derived from the seeds of the wild carrot plant, this vibrantly hued oil packs quite the punch with medicinal actions ranging from decreasing inflammation and improving the skin's appearance to even providing UV protection factors.³⁰

Calming Botanicals to Repair

Aloe vera: The history of this healing botanical are just as extensive as the benefits-dating as far back as ancient China and being cherished by Alexander the Great himself. Aloe is well known for its ability to soothe irritated skin but few know that it also contains salicylates, which can be powerful pain relievers. Studies have shown that aloe vera can be an effective treatment for seborrheic dermatitis as well as aid in healing.³¹ 32 33

Rosemary: This aromatic herb originates from the Mediterranean but is used worldwide as a panacea for health benefits both internally and externally. Rosemary is a rich source of antioxidants, has impressive anti-inflammatory actions, and helps to alleviate symptoms associated with dry, itchy skin.³⁴



Nourishing Vitamins

- Vitamin E: Traditionally known for its calming qualities and scientifically researched for its role in dermatology, this powerful antioxidant, and potent fat-soluble vitamin has a place in every medicine cabinet. Studies have shown that it can be an effective treatment for atopic dermatitis and other troublesome skin conditions.³⁵
- √ Vitamin A: Recognized for its ability to stimulate the
 production of new skin cells, vitamin A is a common
 treatment for many skin disorders from acne to age spots.
 For decades, experts have kept this in their arsenal to treat
 inflammation and regenerate skin.³6

Vitamin C: Also known as ascorbic acid, this water-soluble vitamin is a mainstay for overall skin health. Vitamin C is an important co-factor in collagen production and has been shown to improve skin diseases like atopic dermatitis in



Natural Remedies

- between dimethyl sulfoxide and hydrogen peroxideidentical to the molecule found in nature within plants, animals, and humans. Medicinally, MSM can reduce redness, decrease inflammation, and "carry" other important ingredients deeper into the skin for optimal therapeutic effects.39 40
- C Shea nut butter: Simply the name itself creates a picture of soothing luxury and the feeling of velvet on the skin. Shea nut butter offers exactly that-the ability to calm sensitive skin while nourishing from the inside out. Research reveals that shea butter has both pain relieving and anti-inflammatory actions.41
- Honey: This sweet snack is also an effective moisturizer packed with vitamins, minerals, and amino acids. The ancient Greeks have recorded its healing properties over 2,000 years ago for treating wounds and burns. Recent studies have been able to confirm its abilities to effectively treat psoriasis, atopic dermatitis, rosacea, as well as soothe inflamed skin and fight bacterial infections.⁴²

FEATURED IN...







ABOUT THE AUTHOR



DR. MICHELE BURKLUND, NMD CHIEF SCIENCE OFFICER AT PURIYA

Dr. Burklund believes in a holistic approach to wellness that fuses cutting- edge science with natural health. She earned her medical degree from the prestigious Bastyr University and obtained her bachelor's degree from Seattle University. As a naturopathic doctor, she believes in science- based medicine that addresses the root cause of illnesses through an integrative approach. Dr. Burklund has sought additional academic and clinical training in nutritional biochemistry, medical detoxification, immunology, botanical pharmacognosy, endocrinology, and neurology.

She views the practice of medicine as both an art and science and has also traveled the globe to acquire more knowledge from many different healers, including Mayan shamans, doctors in China, herbalists in Europe, "bush" doctors in Belize, and highly acclaimed physicians in the States.

Dr. Burklund has given speeches at prominent universities, written for many national magazines, and is regularly featured as a leading authority in integrative medicine on TV and radio. Dr. Burklund's role at Puriya is focused on medical research, product development, and formulation as well as education and writing.



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