

## Address your baby's skin damage early

Does your baby have worrisome skin symptoms?



Source:  
Dr. Takumi Takizawa  
Professor, Department of Pediatrics,  
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- ☐ Dry skin despite moisturization
- ☐ Occasional itching
- ☐ Family members with allergies

Consult with a physician during checkups

- ☐ The baby rubs his or her skin
- ☐ Itching every day
- ☐ Redness and roughness of the skin for more than 2 weeks despite moisturization
- ☐ Baby is said to have infantile eczema or eczema and it persists for more than 2 weeks
- ☐ Persists even with medication use for 1 week

Have the baby examined at a medical institution

### Finding medical institutions

- Find hub/cooperative hospitals for allergic diseases.

Hub/cooperative hospitals for allergic diseases in Gunma Prefecture



- Find hospitals and pharmacies.

※Japanese Only

Gunma Prefecture Integrated Medical Information System



Collaborative partner: Gunma Prefecture Allergic Disease Control Promotion Council

Contact: Infectious Disease and Disease Control Division,  
Health and Welfare Department, Gunma Prefecture  
1-1-1 Otemachi, Maebashi-shi, Gunma, 371-8570  
Tel: 027-226-2611



Gunma Prefecture's allergic disease countermeasures (Gunma Prefecture website)

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# For your precious baby's skin



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## Daily skin care



### Editorial supervision

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- Please see these websites for more information on allergies and skin care.

### Allergy Portal ※Japanese Only

A website that provides accurate information on allergies



Sources: Japanese Society of Allergology and the Ministry of Health, Labour and Welfare

### Atopeace ※Japanese Only

A website for information on atopic dermatitis



Source: Otsuka Pharmaceutical Co., Ltd.

Gunma Prefecture and Otsuka Pharmaceutical have signed a Health Promotion Partnership Agreement and are working to maintain and improve the health of all.



Gunma Prefecture

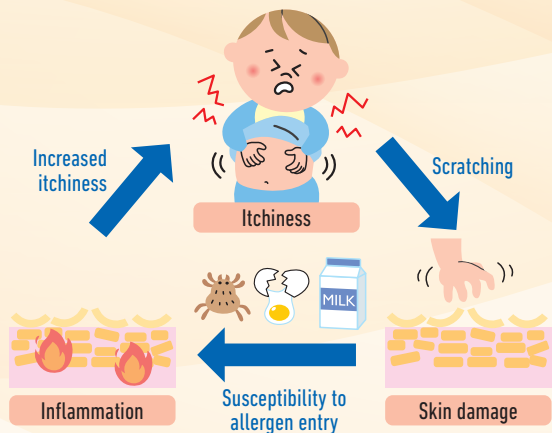


Otsuka Otsuka Pharmaceutical Co., Ltd.



## What are the features of the baby's skin?

### [The vicious circle of itching]



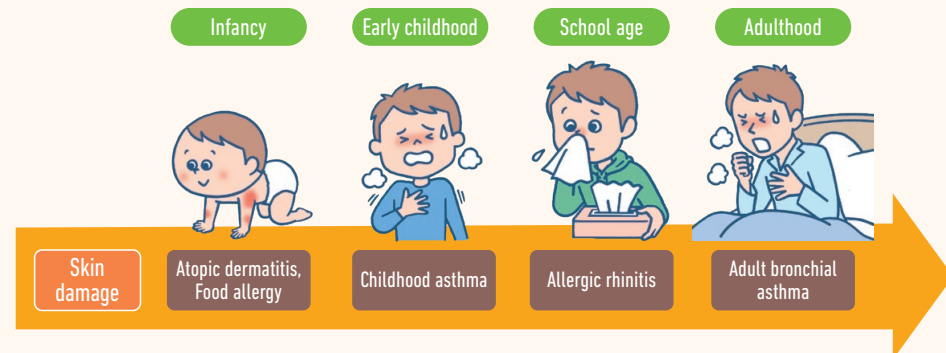
- A baby's skin is thin and very delicate. Rubbing the skin destroys the skin's protective barrier.
- An allergen (a substance that causes an allergy) can readily enter the damaged skin.
- Inflammation occurs due to the allergen, resulting in a vicious circle in which itchiness increases and skin damage worsens.



## What is the allergy march?

- Skin irritation is thought to be involved in the occurrence of an allergy.
- As the figure below shows, the term allergy march refers a process in which atopic dermatitis or a food allergy begins with skin damage and other allergies subsequently occur in succession.
- Not everyone goes through such a process. However, it is important to stop the allergy march and prevent allergies. Babies should therefore receive proper skin care so that skin damage does not occur.

### [Skin damage and the allergy march in babies]



## How should skin care be provided for babies?

### Step 1 Keep the skin clean.



#### ① Wash the baby once a day.

Wash the skin clean once a day with a soap or body shampoo for babies.



#### ② Gently and carefully wash the baby with your hands.

After lathering the soap or body shampoo well, carefully wash the baby by gently pressing your fingers into the wrinkles of the skin and narrow parts of the body.



#### ③ Thoroughly rinse away the soap suds and gently wipe the baby dry.

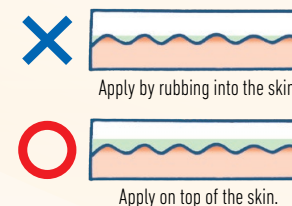
Rinse the skin well so that no soap or body shampoo remains. Using a bath towel, lightly hold the baby in place and dab away the moisture without rubbing.

### Step 2 Immediately moisturize.



#### ① Moisturize before the skin becomes dry.

Apply moisturizer immediately after washing the baby. Apply it by stretching out wrinkled areas, such as at joints.



#### ② Apply on top of the skin.

The skin is uneven. If the moisturizer is rubbed in, it will not permeate the raised areas of the skin.



#### ③ Apply enough so that a tissue would stick.

The amount applied should be sufficient for a paper tissue to stick to the skin after the moisturizer is applied.

Note: If an inflammatory condition such as eczema is present, the symptoms cannot be alleviated with moisturizer alone. If worrisome symptoms are present, a medical institution should be consulted.

If you would like more information about skin care for babies, please visit this website. ※Japanese Only

The subject is explained in an easily understood manner in videos and leaflets.



Source: Website of the Environmental Restoration and Conservation Agency (ERCA)