

## Infant Eczema and Cradle Cap



### OVERVIEW

**Eczema** is an inflammatory skin condition caused by a combination of genetic and environmental factors. In babies, it often presents as itchy, flaky, or red patches on the cheeks, scalp, and body.<sup>12</sup>

Other common skin conditions include:

- **Cradle Cap:** Scaly, greasy patches on the scalp, eyebrows, and behind the ears.<sup>5</sup>
- **Heat Rash:** Tiny red bumps caused by blocked sweat ducts, common in warm climates.
- **Infantile Seborrhoeic Dermatitis:** A form of cradle cap that may affect other body areas.
- **Dermatitis:** General inflammation of the skin from irritants or allergens.<sup>6</sup>

### CAUSES AND RISK FACTORS

- **Immature skin barrier** in babies allows irritants and allergens to penetrate more easily.
- **Genetics:** If one or both parents have eczema or allergies, the child is more likely to develop it.<sup>3</sup>
- **Environmental factors** like dry weather, harsh soaps, or rough clothing can trigger symptoms.

*Brought to you by*

**Dermikelp®**

## SIGNS AND SYMPTOMS

- Itchy, red, or dry skin
- Rough or flaky patches (often on the face, arms, or legs)
- Irritability and disturbed sleep due to discomfort
- Cradle cap appears as thick, yellowish scales on the scalp but is not usually itchy<sup>5</sup>
- Heat rash appears as small red bumps in folds of skin, especially in hot weather



## DIAGNOSIS

Doctors diagnose infant skin conditions based on physical examination and family history. In rare cases, allergy testing or patch testing may be advised. It's important to consult a healthcare professional to rule out infections or other conditions.<sup>3</sup>

## IMPACT ON QUALITY OF LIFE

Skin irritation and persistent itching can cause sleep disturbances, fussiness, and general discomfort in infants. This can significantly impact family well-being. Effective management is key to maintaining healthy skin and peace of mind.<sup>4</sup>

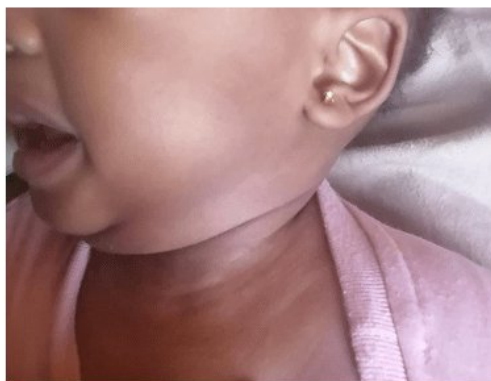
### ***Before Dermikelp®***

*This 7-month-old had suffered with eczema since birth. Both mother and baby's quality of life were seriously compromised, as the baby woke at least six times a night because of discomfort from itching. Itching also caused the baby to scratch herself at least nine times during the day.*



### ***After Dermikelp®***

*The mother noticed immediate improvement in her baby's eczema with Dermikelp® application. Itching stopped immediately. After just four days of use, skin colour and skin barrier have returned to normal.*



## PREVENTION AND LIFESTYLE CHANGES

- Dress baby in soft, breathable fabrics (preferably cotton)
- Keep fingernails short to prevent scratching
- Use mild, fragrance-free detergents and double-rinse clothes
- Avoid sudden temperature changes
- Moisturise baby's skin daily with non-irritating products
- Avoid over-bathing; use lukewarm water and gentle cleansers
- Breastfeeding mothers should monitor potential food triggers if flare-ups occur

## TREATMENT

The Dermikelp® range offers a natural, non-steroid approach to managing infant skin conditions:

- **Dermikelp® Itch Relief Cream:** Ideal for dry, inflamed patches on sensitive areas.
- **Dermikelp® Itch Relief Ointment:** Provides a thicker, longer-lasting barrier for very dry or stubborn skin.
- **Dermikelp® Itch Relief Lotion:** Lightweight formula suitable for large or hairy areas.
- **Dermikelp® Soothing Shampoo:** Helps relieve cradle cap and seborrhoeic dermatitis on the scalp. *Note: Avoid eye contact.*

Backed by dermatological testing and EU safety approval, these products contain the patented CEM-K active ingredient derived from **Ecklonia maxima** (Giant sea kelp). CEM-K has been clinically shown to **rapidly reduce redness and inflammation** (erythema and oedema), helping soothe the skin without the side effects associated with cortisone.

**Dermikelp® products are free from steroids, artificial fragrances, and irritants, making them safe for daily use on babies and young children.**



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## Medical References

<sup>1</sup> Mayo Clinic. How to treat baby eczema. <https://www.mayoclinic.org/diseases-conditions/atopic-dermatitis-eczema/expert-answers/baby-eczema/faq-20450999>

<sup>2</sup> WebMD. Does my baby have eczema? <https://www.webmd.com/parenting/baby/baby-eczema-questions-answers>

<sup>3</sup> Loma Linda University Health. Pediatrician breaks down infant eczema. <https://news.llu.edu/health-wellness/pediatrician-breaks-down-infant-eczema-and-how-best-combat-it>

<sup>4</sup> Johns Hopkins Medicine. Managing eczema in winter and year-round. <https://www.hopkinsmedicine.org/health/wellness-and-prevention/managing-eczema-in-winter-and-year-round-a-parents-guide>

<sup>5</sup> Mayo Clinic. Cradle Cap Symptoms and Causes. <https://www.mayoclinic.org/diseases-conditions/cradle-cap/symptoms-causes/syc-20350396>

<sup>6</sup> National Eczema Association. <https://nationaleczema.org/eczema/types-of-eczema>