



## CREATES AWARENESS AND RECOGNIZES ATOPIC DERMATITIS

Every September 14 is recognized worldwide and in Puerto Rico (Law 83) the Day of Awareness of Atopic Dermatitis, in order to educate and support those living with this condition.

It is important to recognize the need for these people to receive care and treatment that addresses all dimensions of Atopic Dermatitis, a genetic condition and autoimmune disorder that is reflected in the skin and may be accompanied by asthma, sinusitis, allergic rhinitis or ophthalmic conditions, among others. In Puerto Rico, environmental factors such as fungi, pollen and Sahara dust can greatly affect people with this condition.

### THERE ARE 3 MAIN CHALLENGES FOR PEOPLE WITH THIS HEALTH CONDITION:

1. Severe pain and itching: the skin may present sores and wounds from scratching.
2. High economic cost: treatments vary and often involve additional costs to prescription drugs or frequent changes in products of daily use.
3. Emotional impact: the need to control food, soaps, detergents and fabrics can generate frustration or depression.

It is important to know that there is no single treatment: what works for one person may not work for another. Medical counseling with a primary care physician, dermatologist or allergist is essential. Awareness-raising aims to give people with this condition greater opportunity to obtain better access to treatment.