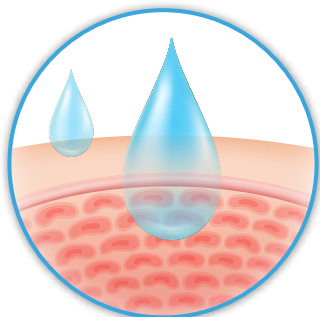


AQUA

Rule for Atopic Dermatitis



Atopic Dermatitis and Role of Moisturizer

Atopic dermatitis (AD), or eczema, is a chronic skin condition that makes your skin dry, itchy, and prone to flare-ups. Regular moisturization is one of the most important parts of managing it.

Why Moisturizing Matters?



Restores skin barrier



Reduces flare-ups



Replenishes skin lipids



Soothes inflammation

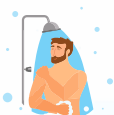
When to Moisturize



At least twice a day (morning and night)



More often during flare-ups or dry weather



Immediately after bathing (within 3 minutes)

Quantity of Moisturizer

How much moisturizer to apply in atopic dermatitis?

Use the FTU Rule – Fingertip Unit



- 1 FTU = amount of cream squeezed from the tip of your index finger to the first crease
- Helps apply the right quantity for effective moisturization

Face & Neck	Arm & Hand	Leg & Foot	Trunk (Front)	Back & Buttocks	
1 FTU	1 FTU	1.5 FTU	1 FTU	1.5 FTU	3-6 months
1.5 FTU	1.5 FTU	2 FTU	2 FTU	3 FTU	1-2 years
1.5 FTU	2 FTU	3 FTU	3 FTU	3.5 FTU	3-5 years
2 FTU	2.5 FTU	4.5 FTU	3.5 FTU	5 FTU	6-10 years
Face & Neck	One Arm	One Hand	One Leg	One Foot	Trunk (Front)
2.5 FTU	3 FTU	2 FTU	6 FTU	2 FTU	7 FTU
					Adults

How to Moisturize Effectively

- Apply medicine first (if prescribed)
- Moisturize within 3 minutes of bathing
- Cover the whole body, not just dry patches
- Apply generously
- Avoid medicated areas
- Stroke in one direction (downward)

Moisturizing may feel like a chore at first, but with daily care, you'll notice:

- Fewer flare-ups
- Softer, smoother skin
- Less itching and better sleep

Remember:

Moisturization is the foundation of Atopic Dermatitis care — just like brushing your teeth for healthy gums.

Reference: 1. Asia Pac Allergy. 2018; 8(2):120-128. 2. The Journal for Nurse Practitioners. 2021;77(6):920-925. 3. Indian J Dermatol. 2019;64(3):306-301. 4. J Cosmet Dermatol. 2022;21(10):533-540. 5. Explor Asthma Allergy. 2024;2:441-449. 6. Asian Pac Allergy Immunol. 2023;38(3):145-155. 7. International Journal of Basic & Clinical Pharmacology. 2017; 2017-2090. 8. J Drugs Dermatol. 2022 May 1;21(5):462-470.

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