



New President & CEO

NEA welcomes Julie Block to the helm!

Julie Block has assumed the role of President & CEO for the National Eczema Association. Many of you know Julie from interactions during the past two years when she served as the Vice President. Julie has tremendous leadership skills and a renewed vision for NEA in this stage of its growth.

Julie has gathered a host of strong and impressive administrative, organizational and leadership credentials throughout her career. She previously held positions in public education, arts education, and non-profit leadership development. While serving at Harvard Medical School, she directed a variety of programs and new initiatives.

Julie will provide updates on NEA's strategic goals and research initiatives in future E-Insights. Her "door is always open". Please contact Julie at julie@nationaleczema.org or call 415/499.3474 with your thoughts and ideas.



National Eczema Association Patient Conference

August 5-8 in Chicago

The Sixth NEA Patient Conference will be held in Chicago at the Doubletree Hotel Chicago Magnificent Mile. The conference is for people of all ages who have eczema or care about someone who has eczema. Participants gain knowledge on the most current medical treatments, ongoing research in the field, and nationwide support activities.

[Follow this link to make your hotel reservations now >>>](#)

NEA Conference registration will be announced soon - stay tuned for more details.

E-Insights Scratch Pad

Tips from our members

Dear Scratch Pad,

I love your print newsletter *The Advocate* and read it from cover to cover. The sharing by people who have "been there" is comforting and helpful. Late in my life I developed severe Atopic Dermatitis after a prolonged period of intense stress. I was twice in the hospital, where I was rubbed from neck to ankle three times a day with triamcinolone and wrapped in wet sheets. I also used Premarin daily and cortisone creams in varying doses over about 10 years.

One of the main things I have found for me is that it's important to avoid anything next to my skin made of latex or rubber of any sort. Also, I spend much time reading labels. Anything that has polyquaternium or quaternium of any sort is a trigger. Quaternium is a preservative and is in everything - eye drops, creams, soaps, shampoos, etc. I also wash any clothes I buy before I wear them, as most are processed with formaldehyde, which is related to quaternium.

Thank you for all the good work NEA does.

- Mary L. O'Brien, Kaneohe, HI

Do you have a story or tip to share about what's helped with your eczema? Email your Scratch Pad tip to info@nationaleczema.org so that we may publish it and help others!

NEA does not endorse or recommend any treatment regimens, diets, medications or products. Scratch Pad is intended as a forum for individuals with eczema to share information.

Allergic Response Switch Identified

Research News

A new study in human cells has singled out a molecule that specifically directs immune cells to develop the capability to produce an allergic response. The signaling molecule, called thymic stromal lymphopoietin (TSLP), is key to the development of allergic diseases such as asthma, atopic dermatitis (eczema), and food allergy.

[For more information, visit the NIAID site >>>](#)

Public Comment on Food Allergy Needed

Food Allergy Guidelines in Development

The National Institute of Allergy and Infectious Diseases (NIAID), part of the National Institutes of Health, is seeking public comment on draft "Guidelines for the Diagnosis and Management of Food Allergy." The period for public comment is open and will last for 60 days. You are encouraged to examine the guidelines and participate in the open comment period by visiting NIAID's public comment website.

[Learn more about the Guidelines for the Diagnosis and Management of Food Allergy and How to Comment >>>](#)

Sasha Scores for Kids with Eczema

Join the team to help children with this disease!

NBA Player Sasha Vujacic of the LA Lakers is committed to raising awareness and providing support for children with eczema, and asks for your support. Three year old Jarrett (pictured here) inspired Sasha to get involved.



Together, through Sasha Scores for Kids Eczema, we can make a difference. Please give generously to this worthy cause - the first 100 donors (\$25 and over) will receive an autographed photo! [Read more about Sasha and Jarrett here.](#)

[Donate today!](#)



Seal of Acceptance Product Spotlight

Triple Cream® by Summers Laboratories, Inc.

Products which have received the [National Eczema Association Seal of Acceptance](#) are those that have been created or intended for use by persons with eczema or sensitive skin conditions and that have satisfied the NEA Seal of Acceptance criteria.

This month's Seal of Acceptance featured product is Triple Cream® Eczema Care, made by Summers Laboratories, Inc. Triple Cream Eczema Care is a premium formula for baby's severe dry skin. The fragrance free formula provides soothing relief for baby eczema.

[To learn more, visit the NEA Seal of Acceptance Product Directory >>>](#)

This issue of E-Insights is supported by an educational grant from [Medicis Pharmaceutical Corporation](#)



National Eczema Association 415/499-3474 info@nationaleczema.org

4460 Redwood Highway, Suite 16D | San Rafael, CA 94903 US