

HOT TOPIC - ECZEMA

What is eczema?

Eczema is a common skin condition where the skin usually looks dry, red and is itchy. Sometimes the area can become cracked and may weep.

Eczema usually begins in early childhood. Babies are usually affected with a rash on the face, whereas in toddlers and older children the rash is often on the skin creases around the knees, wrists, elbows and ankles. In some children the rash can cover most of the body.

What causes eczema?

The cause is not known, but can be brought on by a number of factors such as mites in the house dust, plant pollens, pets, foods and chemicals, and clothing materials.

What can I do to care for my child's eczema?

Avoid things, which irritate the skin. For each child this may vary. Things which can irritate the skin, may include:

- Dummies, dribbling or food around the mouth
- Prickly materials such as woollen or synthetic clothing or seat covers
- Detergents, soaps, bubble baths and antiseptics
- Contact with pets
- Becoming too warm.

Also try to keep skin moisturised and use medicines, creams and ointments as directed by your doctor or pharmacist.

What can I do about my child's itch?

Try and control itching because scratching makes eczema worse and can cause infection. Avoid saying 'stop' to your child when they are scratching, instead try:

- Distracting your child momentarily
- Avoid overheating your child, particularly in bed or on long car trips
- Use moisturising cream (which has been kept in the fridge) before going to bed
- Use cotton one-piece pyjamas and mittens

Win a Baby Beanbag Seat

Purchase any Huggies Convenience Pack from the Baby Club and enter to win this fantastic beanbag seat for the kids. Entry forms in-store.

Entries close 10th September 2005.

Huggies Nappies
Convenience Pks

\$16.50ea

Members

\$13.20ea



Welcome

Hi Members

Winter is finally here...YEAH...Time to pull out all my woolly scarfs, gloves and beanies...it's fun to rug up!

The lucky winners of our Hamilton's competition from our last Baby News included Emily Toner, Anne Chatham, Lois Giles, Julia Walsh, Carlie Bloss, Mitty Chibnall, Lauren Neil, Suzanne Walker, Tanya Wright, Debra Pearce and Lisa De Cali.

Congratulations to all the winners and thank-you to everyone who entered.

Rachel

Baby of the Month

CONGRATULATIONS

Every month a child's name is selected from our Baby Club database. Each baby of the month receives the gift of a gorgeous teddy bear (kindly donated by Pfizer, makers of Dymadon), Dymadon products, and an enlargement of the photo we use in our newsletters.



August 2005 Joshua Ballinger



September 2005 Jacinta Gosby



October 2005 William Delany



November 2005 Hannah Clark

Photo Sessions

Our photo sessions are held on each Monday and Wednesday between 9.30am - 10.30am and are for little ones nearing the ages of 6, 12, 18 and 24 months. Bookings for your free Baby Club photos are essential and can be made by calling the baby counter on 5331 9298 or by calling in to see us.

ECZEMA TREATMENTS

NEW Protract for Atopic Dermatitis



Protract for atopic dermatitis is a new and different way of treating eczema. It works from the inside out and is for infants from six months up to six years of age.

Protract is suitable for mild, moderate and severe atopic dermatitis by working with the immune system. It contains a naturally occurring product suitable for long term use and may also be used in

combination with topical treatments.

Protract for Atopic Dermatitis comes in an easy to open capsule, is tasteless and easily consumed when sprinkled into your child's favourite food or drink. Protract for atopic dermatitis is clinically tested.

56 capsules \$46.95 **Members \$37.55**

Always read the label. Take only as directed and if symptoms persist consult your Healthcare professional.

TOPICAL ECZEMA TREATMENTS

Avene Trixera Cream

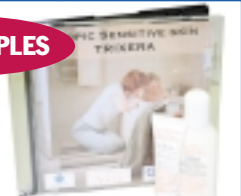


An emollient cream formulated to soften and soothe extremely dry skin. Fragrance free, dermatologically tested and easy to apply.
200ml \$34.95

Members \$27.95

FREE SAMPLES

Free samples of Avene Trixera Bath & Trixera Emollient Cream **AND** Free Info CD's. (while stocks last from Baby Club only).



Dermaveen Eczema Cream

Moisturises, protects and soothes affected areas.

100g \$9.95 **Members \$7.95**



Hope's Relief Cream

Made from high quality natural ingredients that are non-greasy and quickly absorbed into the skin.

60g \$22.95 **Members \$18.35**

Dermaveen Bath Treatment

A 100% natural colloidal oatmeal treatment that gently cleanses and soothes irritated skin.

5 sachet pack \$9.40 **Members \$7.50**

1kg bulk pack \$15.95 **Members \$12.75**



QV Kids' Balm



A highly emollient, water free moisturising balm designed to treat children with severely dry skin.

100g \$8.95

Members \$7.15

Value \$24.95

BONUS CAR TOY TIDY

When you purchase any 2 products in the Ego QV Kids range you will receive a FREE Toy Tidy for the car. Only available from the Baby Club at the Bridge Mall UFS and while stocks last.



SpecialsSpecialsSpecials



Buy one get another FREE
Tommee Tippee Nuborn
 Natural Flex Comforter with Cherry Teat
 \$5.10 **Members \$4.10**

Wide Neck Bottle 180ml
 \$8.95 **Members \$7.15**
Healthflow Bottle 125ml
 \$10.95 **Members \$8.75**

BONUS BUNNY RUG

Innox Mother and Child Gift Pack

Includes Baby Soap Free Bath, Baby's Nappy Rash Cream 100ml and Bunny Rug valued at \$34.90.

\$14.95 **Members \$11.95**



ONCE ONLY SPECIAL

Bebelle 6-Pack Caddy
 6x 250ml Bottles.

\$14.75

Members

\$11.80



HALF PRICE SOFT TOYS!



Selected teddy bears and other soft toys at half price, plus members save an additional 20%. See in store for range and prices.



Music for Dreaming

CD features best loved lullabies like Brahms Lullaby, Hush-a-bye-babe and Golden Slumbers. Dream with your baby cradled in the arms of music.

\$32.50

Members \$26.00



Music for Dreaming II

CD features timeless familiar melodies like Scarborough Fair, Amazing Grace and Beautiful Dreamer that will help you unwind from the hectic pace of modern life.

\$29.95

Members \$23.95



Twin Special

Twin CD pack containing Music for Dreaming & Music for Dreaming II

\$39.95

Members \$31.95



New AVENT Storage Solutions

Busy mums want versatile, easy to use products to meet the changing needs of their growing baby. AVENT VIA is a new range of containers; specifically designed to store precious breast milk and delicious home cooked meals. AVENT VIA is a convenient way to give the best nutrition to your baby.

AVENT ISIS Breast Pump with AVENT VIA Storage System [pictured]

\$109.95 **Members \$87.95**

AVENT VIA Breast Milk Containers

\$24.95 **Members \$19.95**

AVENT VIA Refill Cups

\$14.95 **Members \$11.95**

AVENT VIA Gourmet Set [pictured]

\$34.95 **Members \$27.95**



VIA Gourmet Set

SIS Breast Pump with AVENT VIA Storage System

Toddler Talk

Toddler Talk Toddler Talk Toddler Talk Toddler Talk

Kids in the Kitchen



Vegetable Soup

Ingredients:

- 1 tbsp olive oil
- 1 medium onion chopped finely
- 1 celery stick chopped finely
- 1 medium carrot chopped finely
- 4 cups vegetable stock
- 420g can bean mix
- 800g can crushed tomatoes
- 1/2 cup long grain white rice
- 1/2 tsp sugar
- 2-tbsp parsley chopped finely
- 1/3 cup parmesan cheese grated

1. Heat oil in large saucepan
2. Cook onion, carrot and celery until soft
3. Add stock, tomatoes, beans, rice and sugar. Bring to the boil and simmer uncovered for 20 minutes or until rice is soft
4. Serve with parsley and cheese sprinkled on top.

Pat's Chat

Our Maternal & Child Health Nurse Pat is available to see you anytime Wednesday 9am to 1pm and Friday 10am to 1pm.



Child Development and Safety at Two

By two years your child may be able to get up and down stairs by holding on, jump with both feet, kick a ball without falling, run fast, put on socks, build towers, know body parts, refer to themselves by name and turn a doorknob or unscrew a lid, just to name a few.

As parents and guardians we need to be aware that the simplest of tasks may also be of great danger to little ones. A few examples of such hazards include:

- Your child's attraction to the water in your pool. Fencing the pool with a self-closing, self-latching gate is designed to keep inquisitive toddlers safe.
- Your child's interest in medicines and being able to climb for them. Most poisoning incidents occur from medicines that have just been purchased or are out in the open because they are in use. Out of sight, up high or locked away (or all three) keeps them out of harms way.
- Your child's fascination with dogs. Three quarters of dog injuries occur with a pet that belongs to the family or friends, when toddlers don't hold back and give dogs no space. Keeping dogs and children apart is best; especially when there is food involved.
- Your child wanting to explore the kitchen. Pulling down pots, kettles and cups are common reasons for scald injuries to young children at home. It is best to keep toddlers out of the kitchen when preparing meals.
- Your child is looking for independence. Falls are the single largest cause of child injury eg. your toddler may be wanting to run, jump and climb stairs unaided. Restrict access to significant changes of level such as stairs and verandahs.

Immunisation Dates

Immunisation is a simple and effective way of protecting your child against a number of infectious diseases. Sessions are held on the 1st and 3rd Wednesday of each month between 2.30pm - 4.00pm at the Eastwood Leisure Centre, Ballarat.

- August 3rd and 17th
- September 7th and 21st
- October 5th and 19th
- November 2nd

For other locations including Wendouree, Sebastopol and Buninyong, dates and times please call the Baby Counter on 5331 9298.

WIN a KOALA BACKPACK

Euky Bear Kids Colouring Competition

Here's your chance to WIN one of ten Euky Bear Koala Backpacks.

All members of the Baby Club and UFS aged between 0-10 are welcome to enter. Entry forms are available from the Baby Counter in the Bridge Mall store. Competition closes on 31st August 2005 with winners being drawn and notified on 1st September. **Good Luck Everyone!**



Baby Club Newsletter prices are valid and stock available until 10th September 2005 unless sold out. Specials stock is limited. Should you no longer wish to receive this newsletter please contact Rachel on (03) 5331 9298 or write to us at 40 Bridge Mall, Ballarat 3350