

Supplementary Material 2: Screenshot of page in introductory module providing key behavioural messages on topical treatments

The screenshot shows a web page from 'Eczema Care Online Self-help toolkit'. The page title is 'What are flare control creams and moisturising creams?' and it is page 6/9. The page is divided into two main sections: 'Get control' and 'Keep control'. The 'Get control' section is titled 'Flare control creams (usually steroid creams)' and describes their use for treating sore and itchy skin, typically prescribed as steroid creams or TCIs. The 'Keep control' section is titled 'Moisturising creams (emollients)' and describes their use for keeping eczema under control by stopping flare-ups, making skin soft, stopping itching, and reducing soreness. Both sections include a list of bullet points and a concluding statement about when to use the creams.

Eczema Care Online
Self-help toolkit

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Introduction

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What are flare control creams and moisturising creams? Page 6/9

Get control **Flare control creams (usually steroid creams)**

These creams are used to **get control** of eczema. They are:

- Used to treat sore and itchy skin
- Normally prescribed and are usually steroid creams (topical corticosteroids). Sometimes they are TCIs (Topical Calcineurin Inhibitors)

Most people with eczema will need to use flare control creams at some point. **This will be during flare-ups, usually for a few days or weeks until the eczema is under control.**

Keep control **Moisturising creams (emollients)**

These creams are used to **keep control** of eczema. They help to:

- Stop eczema flare-ups by keeping out things that may irritate the skin
- Make the skin soft by locking water in the skin
- Stop itching
- Reduce soreness

Most people with eczema will need to use moisturising creams every day.

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