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Inventor-Mom's Breakthrough Wrap-E-Soothe™ Products Ease Suffering for Millions of Children with Eczema, End Parents' Frustration

AD RescueWear Garments Simplify Application of Wet Wrap Therapy for Weary Parents

DENVER—Denver-based AD RescueWear, LLC, now offers in the U.S. and worldwide a complete line of innovative Wrap-E-Soothe™ wet wrap garments that soothe the skin of children with eczema and are quickly and easily applied by parents or other caregivers.

AD RescueWear is the first and only U.S. company to manufacture and sell ready-to-wear wet wrap therapy garments for the treatment of childhood eczema. Wrap-E-Soothe products are now available in the U.S. through McKesson Medical-Surgical.

Eczema is the most common chronic skin disorder in infants and children worldwide, afflicting up to 20% of children in the U.S. and as many as 6.4 million children under 7. Historically, wet wrap therapy options have entailed wrapping a child with wet gauze bandages, a cumbersome and time-consuming process now eliminated by Wrap-E-Soothe products.

AD RescueWear's founder is inventor-mom Beth Scott, who vividly remembers the anguish of watching her four-month-old son suffer from eczema. "He would scratch until he bled, and no one in the family could sleep because he was up all night," Scott said. After an allergist diagnosed Scott's son with eczema and a full-body staph infection, doctors recommended wet wrap therapy, proven a safe and effective treatment.

Scott also remembers the frustration of tackling this type of treatment. "I was told to wrap my son in wet gauze or clothing and tape wet socks on his hands and feet," says Scott. "Imagine doing that to an itchy, irritable and wriggling child. The process took an hour each time."

Scott set out to find a better way, starting with prototypes she made at her kitchen table. "The results of wet wrap therapy can be amazing, but the process is so time-consuming," says Scott. "I wanted to design a product that would simplify this therapy for my son and the millions of other children who suffer from eczema, and simplify the lives of their parents as well."

AD RescueWear's Wrap-E-Soothe products represent a breakthrough in comfort and relief for children with eczema and convenience for the millions of parents who struggle to apply wet wrap therapy. The product line includes the Wrap-E-Soothe Suit, a full-body suit for children ages six months to three years; Wrap-E-Soothe Tops and Bottoms designed for four- and five-year-olds; and Wrap-E-Soothe Sleeves for problem areas on hands, arms, legs, feet, and ankles.

"Wrap-E-Soothe products are simply moistened by the caregiver and then slipped onto the child," Scott describes. "The Wrap-E-Soothe Suit can wrap a child's body in less than two minutes. Wrap-E-Soothe Sleeves can be applied to arms, legs, hands, and feet in under 30 seconds. And built-in fold-over hand covers prevent kids from scratching."

Traditional wet wrap therapy involves covering the inflamed area with wet dressings to hydrate the skin and prevent scratching. According to the American Academy of Dermatology, benefits include a decrease in staph bacteria (*staphylococcus aureus*) found on the skin, and reduced redness and inflammation. Wet wrapping also rehydrates dry skin, lessens itching, and promotes restful sleep.

Pediatric allergist Paul M. Ehrlich, M.D., clinical assistant professor of pediatrics at New York University School of Medicine and past president of the New York Allergy and Asthma Society, now recommends Wrap-E-Soothe products to his patients.

"I find wet wrap therapy using Wrap-E-Soothe clothing a wonderful way of treating and managing atopic dermatitis in children," says Dr. Ehrlich. "This hydration method helps dampen the pruritus (itchiness) of the skin and lessen the use of expensive corticosteroid creams and ointments. It adds immeasurably to overall treatment."

Jenny Horman, an Iowa mom whose son suffers from eczema, agrees. "The whole process of applying creams and getting my son into his Wrap-E-Soothe Suit took less than two minutes—including putting on his pajamas," said Horman. "When I took my son out of his crib the next morning and undressed him, I was amazed at how soft his skin was. I was thrilled."

"His eczema spots were much less noticeable if at all there," says Horman. "This suit gives him the upper hand in his battle with eczema."

Symptoms of eczema, also known as atopic dermatitis, include thickened, cracked, or scaly skin with intense itching. Scratching the rash can make it even itchier and cause more inflammation. Once the skin barrier is broken, skin can become infected by bacteria which live on the skin, especially staph. Itching makes falling asleep difficult and also causes night-waking, so sleep deprivation is common for children with eczema and their parents. This in turn affects family relationships and performance at school and at work.

Wrap-E-Soothe products are made with 94% TENCEL[®]/lyocell, a fully sustainable fiber made from eucalyptus pulp that is free of hazardous chemicals. Not only is it one of the softest fabrics available, it is smoother and more breathable than cotton, with excellent cooling and thermo-regulating properties. A small amount of spandex is added to the fabric for easy dressing and a close fit to optimize wet wrap therapy. Children love the feel of the super-soft fabric of the Wrap-E-Soothe products on their irritated skin.

Wrap-E-Soothe products can also be worn dry as anti-itch undergarments to soothe irritated skin and prevent scratching. The garments are reusable and machine-washable, which makes them more convenient and economical than gauze.

About AD RescueWear

Beth Scott, founder of AD RescueWear, is the mother of child with eczema. Beth developed Wrap-E-Soothe™ wet wrap garments and launched her company after her experience with the cumbersome process of wet wrap therapy. AD RescueWear is the first and only U.S. company to manufacture and sell ready-to-wear wet wrap therapy garments for the treatment of childhood eczema/atopic dermatitis. Available for purchase online and through retailers in the United States, Canada, the United Kingdom, Ireland, and Denmark, Wrap-E-Soothe products are designated as Class I medical devices by the U.S. Food and Drug Administration. Patents are pending. More information is at www.adrescuewear.com.

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