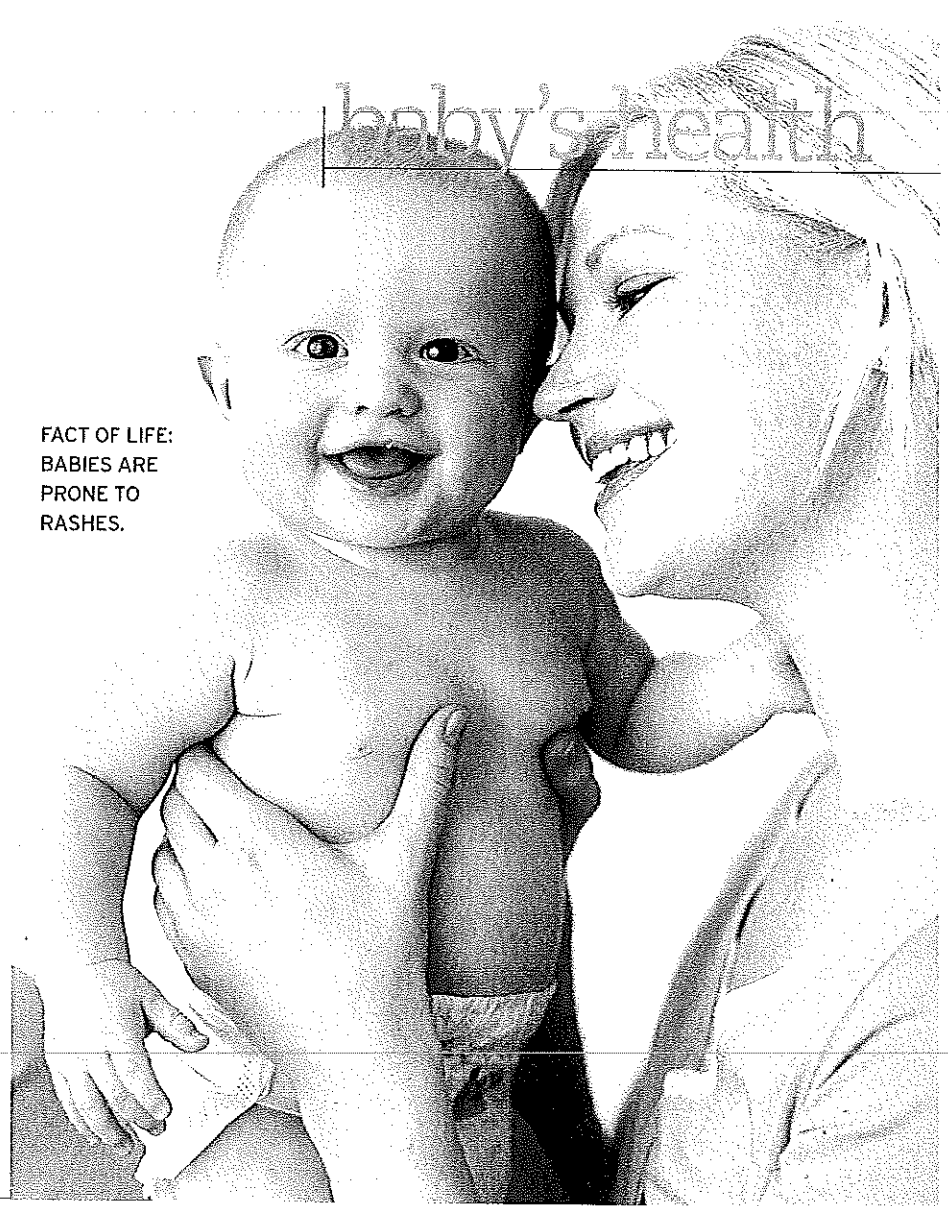


She's the most beautiful baby in the world, but soon after you take her home, you notice little red bumps on her face and neck or some skin discolorations on her body. During the next few years, your baby will develop her share of blotches and rashes. The good news: some go away on their own, and others have simple solutions, such as warm baths, soothing creams, or a change in clothing, says Douglas Kress, MD, chief of pediatric dermatology at Children's Hospital of Pittsburgh.

FACT OF LIFE:  
BABIES ARE  
PRONE TO  
RASHES.

# skin deep

FROM RASHES TO BIRTHMARKS—  
WHEN TO WORRY, WHEN TO WAIT  
BY CLAUDIA M. CARUANA



## RASH DECISIONS

### Erythema toxicum

**What it looks like** Tiny, yellow-white bumps with red rims that are found in nearly 70 percent of newborns, says Dr. Kress.

**What causes it** One theory is that it results from exposure to maternal hormones while in the womb.

**How to treat** Do nothing. "It usually disappears quickly, without medication, in a couple of weeks," says Dr. Kress.

### Prickly heat (miliaria)

**What it looks like** It emerges as tiny, raised red pimples and blisters that appear close together. The skin looks flushed and is dry to the touch.

**What causes it** Many pediatricians suspect the culprit is sweat that gets trapped on the skin when you overdress baby.

**How to treat** Dress baby in cotton clothing that allows her skin to breathe. And don't overbundle babies, advises Dr. Kress: a child younger than 6 months should wear only one

layer more of clothing than his parents are wearing; older babies should wear the same amount of clothing as adults.

### Contact dermatitis

**What it looks like** Red, inflamed skin. There could be pimples that ooze clear fluid; if there's an infection, they'll ooze pus.

**What causes it** Approximately 20 percent of kids get it at some point, says Joshua Fox, MD, a dermatologist in Roslyn, New

York. There can be several causes, including sensitivity to laundry detergents, certain fabrics (e.g., wool or some synthetics), soaps, grasses, or metal objects such as earrings or snaps on clothes. "And the longer the substance remains on the skin, the more likely it will result in severe reactions," explains Dr. Fox.

**How to treat** Because reactions may not show up until several days after the initial exposure, the direct cause isn't always clear-cut, Dr. Fox says. It can be tricky to figure out what is causing the rash, but if you can, "make sure your

About 20% of kids get contact dermatitis, a rash caused by an irritating substance.

child avoids contact with it," he says. "Thoroughly wash clothing and other items the baby uses," he adds. Avoid using scented detergents, fabric softeners, and dryer sheets. If the rash doesn't go away, you might have to change detergents or try dressing baby in garments made of different fabrics.

You might also find that a rash on baby's face is simply from drool constantly running down her chin. Keep a burp cloth handy to keep her cheeks and chin dry. If you do this and the rash persists, check to see whether her pacifier is made of latex, which some kids are sensitive to, says Dr. Fox.

Toddlers' growing curiosity, he points out, and their need to explore everything within reach can put them in contact with other potentially irritating substances, such as poison ivy, poison oak, and poison sumac.

Ideally, you'll pinpoint the cause of the contact dermatitis, but even if you can't, soothe the affected area by applying a cold, moist compress for 30 minutes three times a day. "If the inflammation doesn't improve in a few days or if itching becomes unbearable, call your pediatrician," says Dr. Fox.

#### Diaper rash

**What it looks like** Red and inflamed skin.

**What causes it** Wet diapers typically are the irritant, but the ingredients in many creams, lotions, and powders (e.g., fragrances or lanolin) can also contribute to this problem, notes Dr. Kress. "Recent studies have even shown that some

diaper rashes may be caused by color dyes in diapers," adds Dr. Fox.

**How to treat** Change diapers frequently. Use a warm, wet washcloth to wipe baby's bottom, and apply a barrier cream with zinc oxide (e.g., Balmex or Desitin) to the affected area, says Andrea Cambio, MD, a dermatologist in Cape Coral, Florida. Also let baby go without a diaper for as long as possible before placing another one on her, advises Dr. Cambio.

Some diaper rashes can be very stubborn. If they don't go away, yeast may be to blame, says Dr. Kress. If so, ask your pediatrician about antifungal creams.

#### Eczema (atopic dermatitis)

**What it looks like** An itchy, oozing, crusting rash that occurs mainly on a baby's face and scalp—but patches can appear anywhere, including the crooks of elbows and knees. It's very dry and might have small, clear blisters.

**What causes it** Eczema occurs in newborns as well as older children. It tends to run in families; often, one or both parents had it as kids. Eczema might also be a sign of food allergies.

**How to treat** If you think a food allergy is causing eczema, speak to your pediatrician. Once that's ruled out, talk to your child's doctor about antihistamines and ointments. Your pediatrician may even need to prescribe a cortisone cream for a particularly stubborn case.

When washing your child's clothes, it's best to avoid using harsh detergents, especially those containing the chemical sodium lauryl sulfate, says Dr. Fox. And

### A SIGN OF SOMETHING MORE

"If your child has a rash with a fever or her skin becomes red and swollen, take her to the emergency room or to see her doctor immediately," says Douglas Kress, MD, chief of pediatric dermatology at Children's Hospital of Pittsburgh. The cause might be roseola, a common viral disease in the herpes family that produces a rash and a high fever, or it could be something more serious, such as meningitis. "You should also call your pediatrician sooner rather than later, if your child has a rash and is coughing, or if she's taking a new medication or eating a new food," says Dr. Kress. And it's especially important to phone your pediatrician if your baby's skin condition lingers or the prescribed medicine isn't working, or if she's scratching nonstop or is very uncomfortable.

## Now that your older baby is eating more table food, is she getting enough nutrition?

Many table foods lack nutrients that older babies need. See how much nutrition Similac® Go & Grow™ adds to your older baby's diet.

	Percentage of Daily Values* per Serving†			DHA ARA
	Iron	Calcium	Vitamin E	
Cow's milk (whole, 8 oz)	1%	35%	2%	-
Applesauce (6 oz)	4%	1%	15%	-
Mac & cheese (1/2 c)	3%	7%	0%	-
Chicken sticks (approx. 1/2 c)	11%	7%	4%	-
Banana (4 oz)	3%	1%	2%	-
<b>Similac Go &amp; Grow* (8 oz)</b>	<b>32%</b>	<b>30%</b>	<b>48%</b>	<input checked="" type="checkbox"/>

(-) Not a significant amount or not present. \*Milk-Based Formula. †Based on Daily Values recommended by the FDA for children 1 to 4 years of age. †USDA National Nutrient Database for Standard Reference, Release 19 (2006). Available at <http://www.nal.usda.gov/fnic/foodcomp/search>. Accessed April 13, 2007.



www.similac.com  
© 2007 Abbott Laboratories Inc.  
70829/MAY 2007

## ACNE—NOT JUST A TEENAGE PROBLEM

Almost 20 percent of newborns develop acne in their first few weeks at home. It usually appears on baby's face, especially on the cheeks and nose, says Andrea Gambio, MD, a dermatologist in Cape Coral, Florida. These small pimples, and sometimes whiteheads, result from the hormones your newborn received from Mom while still snuggled in the womb. Her immature oil glands become clogged with the oil produced by the hormones, resulting in a breakout. This condition typically clears up on its own in about three weeks, reassures Dr. Gambio.

when washing your child's body, you should use a syndet bar, a soap-free cleanser, says Sara DuMond, MD, a pediatrician and an *American Baby* advisor. Look for "soap-free" or "nonsoap" labels on packaging.

### Impetigo

**What it looks like** Honey-gold crusted bumps that appear in little clusters.

**What causes it** Staph or strep germs that get under a baby's skin, perhaps through cuts and scrapes, says Richard Antaya, MD, chief of pediatric dermatology at Yale–New Haven Hospital.

**How to treat** Warm compresses will help relieve discomfort, but a prescribed topical or oral antibiotic will cure impetigo.

## IS THAT A MOLE?

No one is quite sure why we get moles, says Andy Levitt, MD, chief of pediatric dermatology at Montefiore Children's Hospital, in the Bronx, New York. Within the first year of life, most babies get a mole (on each year thereafter, more moles appear: girls seem to have more than boys have). Some of them are minuscule, others a bit larger. Most moles don't turn into skin cancers, but Dr. Levitt recommends that parents look at their baby's moles, and note if there is a change of color or abnormal growth. "If you're worried about mole moles, especially ones on the face, speak with a dermatologist to see if removal or other options are recommended," she says.

### Cradle cap

**What it looks like** Greasy scales that usually show up on the scalp. They can also appear on the face or neck and sometimes behind the ears.

**What causes it** Clogged pores.

**How to treat** Many cases clear up on their own, but you could gently rub baby oil on your kid's scalp to loosen the scales and then brush them away after shampooing. (Don't leave the oil on the scalp.) For stubborn cases, your pediatrician may recommend a special shampoo or a topical cream.

## TYPICAL BIRTHMARKS

### Port-wine stains

These marks are visible at birth and can be dark red or purplish in color. Treatment with new pulsed-dye lasers can significantly improve their appearance, says Dr. Fox. "Given the dramatic impact they can have on a child's appearance and on his developing self-esteem, many experts think that earlier treatment is better," explains Dr. DuMond.

### Stork bites (aka salmon patches)

At least one-third of fair-skinned babies develop these red spots—usually on their face, eyelids, or nape of the neck. Most fade away without treatment by the time the child enters kindergarten, says Kelly McLean, MD, a dermatology professor at the University of Michigan.

### Mongolian spots

These light blue marks often appear on the lower back or rear of darker-skinned babies, including Hispanic, Asian, and African-American babies. They, too, usually fade on their own by the time



**★ TRANSLATION:** Oh, so this is what I look like when I don't have spit-up all over me. Cute! Mom, you said new Similac Sensitive R.S.™ formula reduces the frequency of spit-up by 54%! That's huge. You said it was even clinically shown. You also knew Similac Sensitive R.S. has DHA and ARA for my brain, and other things that keep me strong. And you knew to go to [www.Similac.com](http://www.Similac.com) for more information. Know what, Mom? I think R.S. stands for Really Smart.



54% Less Spit-Up\*

**Strong babies start here.™**



[www.Similac.com](http://www.Similac.com)

\*In healthy 2-month-old babies

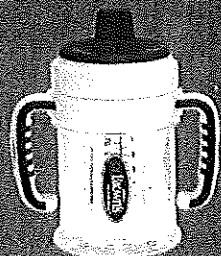
compared to a standard formula.

© 2007 Abbott Laboratories Inc. B1160/JULY 2007

LITHO IN USA

## The natural step from bottle to cup.

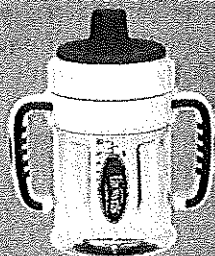
Introducing Dr. Brown's  
New Training Cups



Clear



Green



Blue



Pink

**Dual Function Valve**  
No excessive vacuum  
or hard suction  
Spill-proof



a nig

Now JO  
Our new  
quiet tin



© Johnson & Johnson

your kid starts kindergarten, but some might be permanent, says Dr. McLean.

### Café au lait marks

"Between 10 and 20 percent of kids have these flat brown marks consisting of increased areas of melanin," says Dr. McLean. Like other skin conditions, most disappear eventually, she says.

### Hemangiomas

Medical experts aren't sure why these red masses—clusters of blood vessels that protrude from the skin (also known as strawberry marks)—pop up a few weeks after birth. But physicians do suggest several possibilities for why babies develop hemangiomas. For instance, they're more likely if a parent or sibling had them. They're also more common in Caucasians with fair skin and in kids born to moms who had high-risk pregnancies (e.g., those involving high blood pressure), says Jody Levine, MD, chief of pediatric dermatology at Montefiore Children's Hospital, in the Bronx, New York.

So should you worry if your child has a hemangioma? "Most will stop growing and often disappear by the time your tot is in kindergarten," says Dr. Levine. But others emerge around the eyes, nose, or mouth and can grow vigorously, causing medical emergencies. They're called cavernous hemangiomas and might need close monitoring or quick treatment with laser therapy. Hemangiomas that are in less troublesome areas may be left alone or treated with oral cortisones when necessary. Laser therapy may be appropriate after the hemangioma has stopped growing, says Dr. Levine.

Parents considering laser treatment for their child should consult with more than one dermatologist, says Dr. Antaya. Several treatments might be necessary, and these can leave a scar, so you should find a dermatologist who is a pediatric specialist.

*Claudia M. Caruana is a New York-based health and medical writer.*

## buying guide

HERE'S WHERE TO FIND THE PRODUCTS FEATURED IN THIS ISSUE.

### GREETINGS FROM CALIFORNIA/ PAGE 17

- American Eagle Outfitters: [ae.com](http://ae.com)
- Belly Basics: [nordstrom.com](http://nordstrom.com)
- Boden: [bodenusa.com](http://bodenusa.com)
- Boob: [boobdesign.com](http://boobdesign.com)
- Lacoste: 800-4LACOSTE; [lacoste.com](http://lacoste.com)
- Lauren Kiyomi: [laurenkiyomi.com](http://laurenkiyomi.com)
- Lucky: [luckybrandjeans.com](http://luckybrandjeans.com)
- Momzee (shirt): Belly Dance Maternity, 773-862-1133
- Momzee (shorts): [unbuttonedmaternity.com](http://unbuttonedmaternity.com)
- Mimi Maternity: 877-MIMIMOM; [mimimaternity.com](http://mimimaternity.com)
- Motherhood Maternity: 800-4MOM2BE; [motherhood.com](http://motherhood.com)
- Old Navy: 800-OLD-NAVY; [oldnavy.com](http://oldnavy.com)
- On Your Feet: [onyourfeet.com](http://onyourfeet.com)
- Quiksilver: [quiksilver.com](http://quiksilver.com)

### OUTDOOR LIVING

#### PAGES 62-66

- Alex: [alextoys.com](http://alextoys.com)
- Alternative: [alternativeapparel.com](http://alternativeapparel.com)
- Applele Toys: 800-399-9594
- Blueplate: [blueplatefashion.com](http://blueplatefashion.com)
- Boden: [bodenusa.com](http://bodenusa.com)
- Converse: [garnethill.com](http://garnethill.com)
- Crayola: mass merchants and toy stores; [crayola.com](http://crayola.com)
- Fatboy: [fatboyusa.com](http://fatboyusa.com); [modernseed.com](http://modernseed.com)
- Hunter: Always the Children, 914-238-7500
- Keds: [keds.com](http://keds.com)
- Little Kids: [littlekidsinc.com](http://littlekidsinc.com)
- Little Tikes: [littletikes.com](http://littletikes.com)
- Lowe's: [lowes.com](http://lowes.com)
- Lucky: [luckybrandjeans.com](http://luckybrandjeans.com)
- Marshall's: 800-MARSHALLS; [marshallsonline.com](http://marshallsonline.com)
- New Balance: 800-253-SHOE; [newbalance.com](http://newbalance.com)
- Old Navy: 800-OLD-NAVY; [oldnavy.com](http://oldnavy.com)
- On Your Feet: [onyourfeet.com](http://onyourfeet.com)
- Parents: select Target stores
- Quiksilver: [quiksilver.com](http://quiksilver.com)
- Rainkist: [amazon.com](http://amazon.com)
- Roxy: [roxy.com](http://roxy.com)
- Scala: 800-DORFMAN
- Shilav: [cutellittleme.com](http://cutellittleme.com)
- Step2: [amazon.com](http://amazon.com)
- Steve & Barry's: [steveandbarrys.com](http://steveandbarrys.com)
- Target: [target.com](http://target.com)
- Tivoli: 888-796-6661; [everythingbutwater.com](http://everythingbutwater.com)