





<p>Shots of microbiome cream application</p> <p>Shots of lab work</p> <p><b>Dr. Leung (CG'd earlier)</b></p> <p>Shots of Cassandra walking with son</p> <p><b>Cassandra Rodriguez (CG'd earlier)</b></p> <p>Shots of Cassandra walking with son (PACKAGE END) -----</p> <p><b>ANCHOR TAG</b></p>	<p>RESEARCHERS APPLY THIS <u>GOOD</u> BACTERIA TO PATIENTS' SKIN IN A LOTION, THEN EXAMINE SAMPLES IN THE LAB TO SEE IF IT RESTORES A HEALTHY BACTERIAL BALANCE, PREVENTING HARMFUL INFECTIONS AND REDUCING THE NEED FOR HARSH, SHORT-TERM TREATMENTS. :16</p> <p><i>"We're hoping that this bacterial cream, // will become a natural part of the skin " :09</i></p> <p>CASSANDRA IS HOPING THIS RESEARCH LEADS TO A TREATMENT THAT WILL PROVIDE A LONG-TERM SOLUTION FOR HER. AND WHILE RESULTS OF THE CLINICAL TRIAL AREN'T YET KNOWN, SHE SAYS SHE NOTICED A DIFFERENCE. :10</p> <p><i>"It didn't itch. It didn't burn as bad. // It was kind of nice to see something starting to help." :08</i></p> <p>AT NATIONAL JEWISH HEALTH, THIS IS BARB CONSIGLIO REPORTING. :03</p> <hr/> <p>RESEARCHERS HOPE THE CLINICAL TRIAL SHOWS THAT APPLYING GOOD BACTERIA TO THE SKIN CAN LEAD TO A NATURAL AND LONG-LASTING PRESCRIPTION FOR ECZEMA THAT ENDS THE ENDLESS CYCLE OF ITCHING AND SCRATCHING.</p>
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### SOCIAL MEDIA

<p> <b>Share it! Suggested tweet:</b></p> <p> <b>Suggested post:</b></p>	<p>Researchers <a href="#">@NJHealth</a> are fighting bad bacteria with beneficial bacteria that naturally occurs on healthy skin. A lotion containing beneficial bacteria that eczema patients lack helps their skin produce natural antibiotics. <a href="http://bit.ly/2DWTSAs">http://bit.ly/2DWTSAs</a></p> <hr/> <p>It may seem strange to fight bacteria with more bacteria, but researchers at <a href="#">National Jewish Health</a> say it could lead to a long-term solution for those suffering with eczema. A new clinical trial is growing beneficial bacteria in a lab, and applying it to eczema patients' skin to kill bad bacteria and restore a healthy balance to the skin. <a href="http://bit.ly/2DWTSAs">http://bit.ly/2DWTSAs</a></p>
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### EXTRA BITES

	Dr. Leung says they hope to replace bad bacteria on the skin
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**CG: Donald Leung, MD**  
**National Jewish Health**

with good bacteria:  
*"We would like to see if we can replace the bacteria that is bad on the skin of people with atopic dermatitis with good bacteria.*

Dr. Leung explains the bacterial imbalance in those with eczema:  
*"In patients who have eczema, they have a reduced number of beneficial bacteria, which are often found on normal people. As a result, there's an overgrowth of the bad bacteria, the Staph aureus."*

Dr. Leung says eczema patients' skin can't fight bad bacteria, so it multiplies:  
*"When the body is no longer making its natural antibiotics, then there's absolutely no ability to fight the bacteria, and then the bacteria keep multiplying, and then they cause infection."*

**CG: Cassandra Rodriguez**  
**Participated in eczema trial**

Cassandra says some treatments are worse than the eczema:  
*"I've also used other prescriptions. Certain creams, that I really don't like because those tend to be painful. They burn more than the eczema itself.*

Cassandra says her eczema improved during the trial:  
*"If there's something that they put out on the market, and make it a prescription, that would be amazing."*

## REFERENCES

<sup>1</sup>*Fighting Atopic Dermatitis (Eczema) Skin Infections. National Jewish Health, Clinical Trials, 2018.* Online:  
<https://www.nationaljewish.org/clinical-trials/fighting-atopic-dermatitis-skin-infections>

<sup>2</sup>*Eczema Facts. National Eczema Association.* Online:  
<https://nationaleczema.org/research/eczema-facts/>

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