# **New Eczema Treatment Fights Bacteria with More Bacteria** *Microbiome produces natural antibiotics used to restore healthy balance on skin*

National Jewish Health	
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Package Length: 1:17	Content provided by: National Jewish Health

#### **NEWS PACKAGE**

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SUGGESTED TEASE	FOR MANY ECZEMA PATIENTS LIFE IS A NEVER ENDING MERRY-GO-ROUND OF ITCHING, SCRATCHING AND HARSH MEDICATIONS. COMING UP IN HEALTH NEWS, A NEW CLINICAL TRIAL IS TESTING IF <u>BACTERIA</u> CAN INTERRUPT THIS CYCLE AND RESTORE HEALTHY SKIN.
ANCHOR LEAD	ECZEMA, ALSO KNOWN AS ATOPIC DERMATITIS, IS THE MOST COMMON SKIN DISEASE WORLDWIDE. IT CAUSES UGLY SKIN RASHES AND PAINFUL ITCHING. HARSH TREATMENTS WITH STEROIDS AND ANTIBIOTICS CAN HELP FOR A WHILE, BUT THE ITCHING ALWAYS RETURNS. FOR THE FIRST TIME, A NEW CLINICAL TRIAL <sup>1</sup> IS TESTING A NATURAL SOLUTION THAT COULD RESTORE HEALTHY SKIN AND REDUCE THE NEED FOR HARSH MEDICATIONS. BARB CONSIGLIO HAS THE DETAILS.
(PACKAGE START)	Britte Controlocio Hinto Hite De Triteo.
CG: Courtesy: National Jewish Health	(Nats - Sound) :02
Shots of Cassandra and son playing basketball	CASSANDRA RODRIGUEZ HAS STRUGGLED WITH ECZEMA ALL HER LIFE, AND SHE'S TRIED JUST ABOUT EVERY TREATMENT ON THE MARKET. :06
CG: Cassandra Rodriguez Participated in eczema trial	<i>"The worst symptom would be the itching and the scratching, and you can't get it."</i> :08
Shots of Dr. Leung talking to colleague	DOCTOR DONALD LEUNG AND HIS TEAM AT NATIONAL JEWISH HEALTH ARE TAKING A NEW APPROACH - USING BACTERIA TO RESTORE HEALTHY SKIN. SKIN CONTAINS OVER A THOUSAND SPECIES OF
Shots of microbiome cream and application	BACTERIA. SOME SPECIES DAMAGE THE SKIN AND MAKE ECZEMA WORSE. OTHERS ACTUALLY HELP SKIN.
Donald Leung, MD National Jewish Health	"The bacteria is educating the skin to actually mature and create a better barrier." // "Good bacteria are deficient in people with atopic dermatitis." :10

Shots of microbiome cream application Shots of lab work	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
Dr. Leung (CG'd earlier)	<i>"We're hoping that this bacterial cream, // will become a natural part of the skin " :09</i>
Shots of Cassandra walking with son	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
Cassandra Rodriguez (CG'd earlier)	<i>"It didn't itch. It didn't burn as bad. // It was kind of nice to see something starting to help." :08</i>
Shots of Cassandra walking with son (PACKAGE END)	AT NATIONAL JEWISH HEALTH, THIS IS BARB CONSIGLIO REPORTING. :03
ANCHOR TAG	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.

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#### SOCIAL MEDIA

Share it! Suggested tweet:	Researchers <u>@NJHealth</u> 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. <u>http://bit.ly/2DWTSAs</u>
Suggested post:	It may seem strange to fight bacteria with more bacteria, but researchers at <u>National Jewish Health</u> 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. <u>http://bit.ly/2DWTSAs</u>

#### **EXTRA BITES**

Dr. Leung says they hope to replace bad bacteria on the skin

CG: Donald Leung, MD National Jewish Health	<ul> <li>with good bacteria:</li> <li><i>"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.</i></li> <li>Dr. Leung explains the bacterial imbalance in those with eczema:</li> <li><i>"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."</i></li> <li>Dr. Leung says eczema patients' skin can't fight bad bacteria, so it multiplies:</li> <li><i>"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</i></li> </ul>
CG: Cassandra Rodriguez Participated in eczema trial	infection." 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: <u>https://nationaleczema.org/research/eczema-facts/</u>

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