

Eczema Sleeping Bag Launches in UK

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Eczema in babies and children can be a real source of frustration for many parents who struggle to deal with the nasty symptoms of this very common skin condition. The NHS states that one in five children in the UK suffer from eczema. In 8 in 10 cases, atopic eczema occurs before a child's fifth birthday and very often before their first birthday

Many babies and young children with eczema struggle to sleep at night as the itching keeps them awake and can make them extremely irritable. Now, originating from the other side of the world, there is a new solution that offers relief of eczema symptoms.

Australian mum, Kelly Northey, is the founder of The Bamboo Bubby Bag™ a new sleeping bag specifically designed for children who suffer from eczema. Northey's son was diagnosed with eczema at six months old. She became distraught and sleep deprived from her baby's incessant scratching and skin damage, so she went on a mission to discover a sleeping bag that might offer a solution.

"I struggled to find a sleeping bag that would fit him for longer than a couple of months, was made of lightweight fabric that wouldn't aggravate his skin and most importantly had hand covers to prevent him scratching." Kelly explains.

Kelly couldn't find anything on the market that ticked all of these boxes, so she invented her own and the Bamboo Bubby Bag™ was born. The bag assists eczema suffering babies in two ways, firstly, it is made of natural bamboo/organic cotton that protects and doesn't irritate the skin and secondly, the innovative Adjust-a-Sleeve™ design protects the skin from scratching and gives it all important time to heal.

The unique design of the Bamboo Bubby Bag™ has earned it a number of design awards not to mention helping thousands of families around the world deal with the symptoms of eczema.

An online community of parents has grown very quickly from the love of this product. There are over 4,000 Facebook fans of Bamboo Bubby that provide a support network for parents by posting stories and tips regarding eczema. Kelly has also launched a free Eczema E-zine, an online magazine full of articles and advice to help parents understand and deal with eczema better.

The Bamboo Bubby Bag™ RRP £49.95 and free Eczema E-zine are now available in the UK from www.bamboobubby.co.uk and from specialist retailers.

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