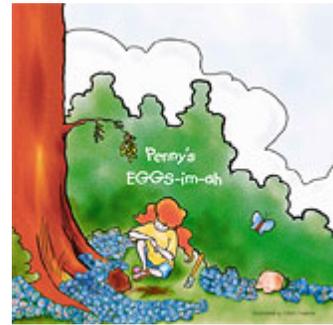


Press Release

Introducing “Penny’s EGGS-im-ah”

A new illustrated children book to help kids cope with eczema

MONTREAL, September 12, 2005 – The Eczema Awareness Support and Education (EASE) program, winner of the 2003, 2004 and 2005 Canadian Dermatology Association Public Education Awards, has developed an illustrated children’s book to help young eczema sufferers cope with this chronic, life altering disease. The colourful 24-page storybook tells the story of a young girl named Penny who suffers from eczema, and includes tips for parents and fun activities for children.



This booklet was reviewed by Dr. Ronald Vender, a Hamilton-based dermatologist who treats many eczema patients, and his two sons, Reid who is 9 years old, and 7 year old Ross who suffers from eczema.

“I was pleased to be involved in the development of an educational tool to help young children understand eczema, how to manage the condition and cope with the stress and frustration associated with the disease,” stated Dr. Vender. “The activities and instructive content deliver important and helpful information on adapting to certain conditions caused by the eczema.”

The colourful illustrations by Mark Huebner make this book an appealing learning tool for children between the ages of 3 to 8. The interactive activities between the parent and the child help to reinforce the physical and emotional support system between the caregiver and the eczema sufferer.

Kids are welcome to visit Penny and all of her friends at www.pennysworld.ca to request a copy of “Penny’s EGGS-im-ah”. Penny’s site is filled with fun activities for children and information to help kids cope with their eczema.

Complimentary copies of the book as well as other fact-based educational material for parents, children, teachers, counselors, school nurses and adults suffering from eczema can be obtained by visiting the EASE program website at www.eczemaCanada.ca, or by calling 1 866 432-0362.

For more information and to book interviews contact:

Communications MECA
416-425-9143 or 1-866-337-3362