



THE LIPIKAR SQUAD **ADVENTURE STORY**



WHAT'S HAPPENING TO MY SKIN?

Sometimes, your skin might get a little red, dry, itchy, and bumpy. It might even feel like tiny ants are crawling on it! That's because you have something called eczema.

But it's okay! Lots of other kids have it too. Eczema isn't contagious, so no need to worry about it.

It just means your skin's special shield needs a little extra help. Your skin is like a superhero suit that protects you, but sometimes that suit gets a little dry, and that's what makes it itchy.

But guess what? We have a secret solution to help!

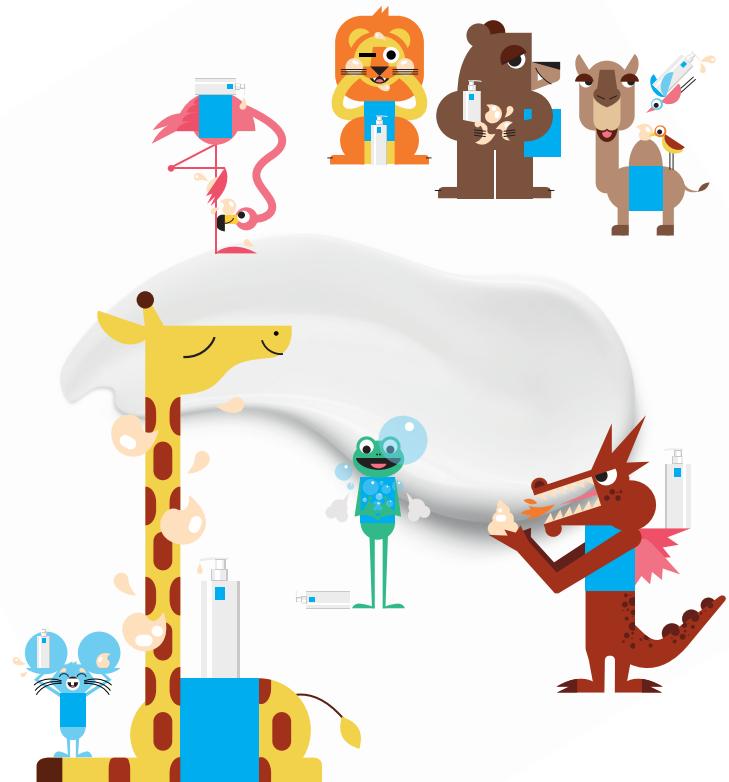
It is our Special Balm! It's like a superpower potion for your skin!

It helps fix your skin's superhero suit and keep it soft and strong. We need to use this balm every day, morning and night, just like we brush our teeth. Even if your skin isn't itchy, we still need to use the balm, just like we brush our teeth even if they don't hurt. It's all about keeping our skin healthy and strong!

And guess what? We're going to see how The Lipikar Squad apply the balm everyday to keep their skin HAPPY!

Ready to learn, and take control of your eczema?

Let's get started!



MEET THE LIPIKAR SQUAD:



LEO
THE LION



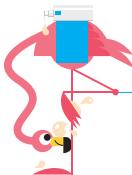
MILO
THE MOUSE



GIGI
THE GIRAFFE



BARRY
THE BEAR



FLORA
THE FLAMINGO



CAMMY
THE CAMEL

INTRODUCTION

“Hello, little one!

Are you ready for an adventure with our Lipikar Squad? They love to put on balm to keep their skin happy and healthy.

Let’s learn from them! **”**



LEO THE LION



Look at Leo the Lion!

He has such a big, fluffy face!
Leo loves to put balm all
over his face.
Can you do that too?
Gently pat the balm
on your **cheeks, forehead,**
and chin, just like Leo!



MILO THE MOUSE



Squeak, squeak!

It's Milo the Mouse!

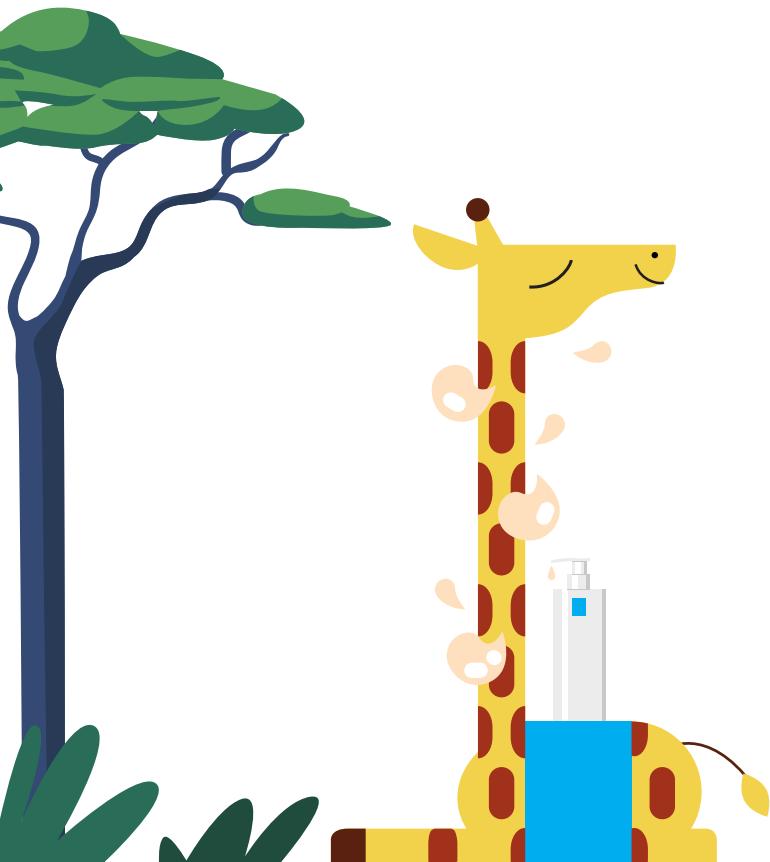
Even though you don't
have big ears like Milo,
your ears need balm too!

Put a tiny bit of
balm on your **little ears**.

**Squeak, squeak,
all done!**



GIGI THE GIRAFFE



**Wow, look at Gigi
the Giraffe!**

Her neck is SO long! Imagine your neck is just as long, and gently spread the balm all the way from your **chin to your chest**, like Gigi. **Up and down, nice and smooth!**

BARRY THE BEAR



Here comes Barry the Bear!

He just had a big pot of honey!
Barry loves to rub balm in circles
on his big round belly.

Can you rub your **belly**
in big circles too?

**Round and round,
just like Barry!**

FLORA THE FLAMINGO



**Flora the Flamingo
is so flexible!**
Gently rub the balm all
along your **arms, from your
shoulders to your wrists**. And
then, all along your **legs, from
your hips to your ankles!**
**Feel how smooth it is,
just like Flora!**



CAMMY THE CAMEL



Look at Cammy the Camel!

Little birds are helping her spread balm on her **back!** It can be hard to reach, so do like Cammy and ask for help! someone you trust can help you get those hard-to-reach spots.

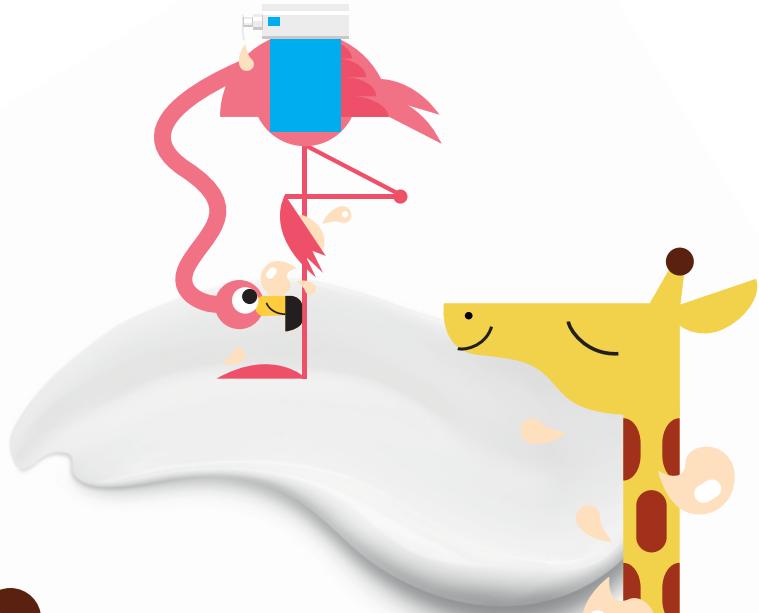
CONCLUSION

Yay! You did it!

You're a skin hero expert,
just like our friends! You're all set!

Remember to put on
your balm every day to keep
your skin happy and healthy.

**See you tomorrow
for another adventure!**





SCAN TO ACCESS ALL
THE ECZEMA ACADEMY ASSETS