Atopic Dermatitis

- **18 MILLION** Americans
- **9.6 MILLION** children
- **3.2 MILLION** have moderate to severe AD

- **MORE COMMON IN FEMALES than males**
- >50% frustrated by disease
- >2/3 interferes with activities of daily living

- Burden: **$316 MILLION/YEAR**
- 50% of kids with AD develop asthma
- >30% report sleep disturbances due to AD

AllergyAsthmaNetwork.org