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School Nurses Bring Hope To Sweaty Teens:

--Virginia School Divisions Kick-off "*Know Sweat In School*" campaign--

Richmond, VA, September 15, 2010 – As the hottest summer on record melts into the first days of the new school year, kids across the country begin the oh-so-painful transition from carefree to classroom. But for thousands of Virginia school division students, the school nurse will be ready to help them cope with a more socially difficult transition - excessive sweating.

Sadly, most children who experience excessive sweating symptoms (or *hyperhidrosis*) aren't aware they have a treatable condition or are too afraid to talk to anyone -- even parents -- about the problem. The *Know Sweat in School* campaign was created specifically to tackle this issue. Thanks to a grant from Secret Clinical Strength® and Gillette Clinical Strength® antiperspirants, the International Hyperhidrosis Society (IHHS, online at www.SweatHelp.org) has just developed a program kit to bring essential education and support to school children through the familiar face of the school nurse.

During the month of September, a sampling of registered nurses (RNs) and licensed practical nurses (LPNs) throughout Virginia's 132 school divisions will be sent a *Know Sweat in School* program kit to increase their awareness of the technical information and issues associated with hyperhidrosis. The eventual goal is to provide kits to all 1200 school nurses throughout the state.

"The nurse's office is a safe haven for most school kids," said Tia Campbell, school health specialist in the Virginia Department of Education's Office of Special Education & Student Services. "For many children, the school nurse is the only healthcare professional they have, so it's a good place to begin for a child with questions. While we don't diagnose, we can refer a child with any concerns to the appropriate dermatologist."

Elements of the *Know Sweat in School* kit include:

- Nurse Information Sheet describing hyperhidrosis in medical terms
- Several teen-oriented posters for display
- Handouts for students with excessive sweating concerns
- Teen Sweat booklets

- Samples of clinical strength antiperspirants with directions on proper usage

(Download items from the *Know Sweat In School* kit at http://www.sweathelp.org/English/MP_Resources_Press_Kit.asp)

Children with additional questions can access specific information and a list of local doctors trained in hyperhidrosis diagnosis and treatment at the web site of the International Hyperhidrosis Society www.SweatHelp.org.

Excessive sweating is a dermatological condition affecting at least 3 percent of the world population. The disorder can cause an otherwise healthy person to produce up to *five times more sweat* than is normal or necessary. Symptoms usually start in the early- to mid-teen years. Already an awkward time of growth and development for most children, the added pressure of dealing with a ‘sweating problem’ around peer groups in a classroom setting can be devastating to both self-esteem and grades. Children can end up scared to raise their hands in class for fear of embarrassment from sweat stains; often sitting in the back row under a dark ‘Hoodie’ to keep their condition hidden.

On September 25, the Eastern Virginia Medical School and IHHS will join forces to sponsor a CME session for medical practitioners. Area nurses and doctors will participate in an accredited hands-on training seminar learning how to diagnose and treat excessive sweating symptoms.

“Hyperhidrosis is the number one dermatological disease in terms of negatively affecting a person’s quality of life, yet is also number one in having the most dramatically positive impact on people’s lives when treated. Our seminars help us educate our medical professionals on diagnosing symptoms earlier. Caught early, this can literally change the life of a young person with the condition,” said Dr. David Pariser, founding IHHS board member and the 2009 president of the American Academy of Dermatology.

The *Know Sweat In School* program was made possible with the support of Secret Clinical Strength® and Gillette Clinical Strength® antiperspirants.

About the International Hyperhidrosis Society

The International Hyperhidrosis Society is an independent non-profit organization committed to reducing the symptoms, anxiety and social stigma associated with excessive sweating of an estimated 176 million affected children, teens and adults worldwide. The IHHS supports hyperhidrosis research, educates healthcare professionals in optimal diagnosis and care, raises awareness about the condition’s emotional and economic impacts, and advocates for patient access to effective treatments while increasing public understanding of this debilitating medical condition.

The International Hyperhidrosis Society’s Web site, www.SweatHelp.org, includes a *Physician Finder* to help anyone with excessive sweating to find medical help, information on additional treatment options, and a comprehensive collection of insurance and reimbursement tools, including downloadable forms, which can help sufferers work with their physicians and health insurance plans to get the correct coverage for necessary treatments. There are practical tips to make the most out of appointments with physicians and information on clinical trials and a free newsletter that will keep everyone current on

hyperhidrosis news and medical breakthroughs. And because hyperhidrosis usually starts in the teen years, the IHHS has created an online teen forum to help teenagers learn how to cope with the condition and find effective solutions. A free brochure and an award-winning teen workbook can also be ordered from the Web site.

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Both Ms. Campbell and Dr. Pariser are available for interviews.

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