



# Media Kit



*Author: Dr Melissa Raymond, PhD*  
*Category: Health*

Author Bio

Book Bio

Testimonials

Target Audience

Story Ideas for Reporters

Book Excerpt

Downloadable Author & Book Photos

Contact Author

# Author Bio

Dr Melissa Raymond is a mum to two beautiful boys and together with her husband lives in Melbourne, Australia.

She's an experienced physiotherapist and researcher with a strong passion for seeking out the best ways to help her patients, her clients, and the wider community.



She focuses on bigger picture, natural, and evidenced-based options for her family and clients.

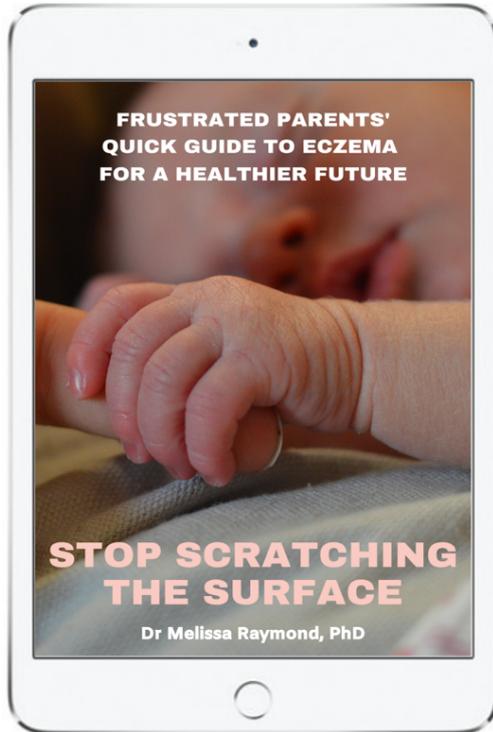
Melissa has a PhD and uses her research skills to dive deeper into the evidence into all things eczema, allergies, food intolerances and gut health. She's the research nerd so you don't have to be!

In 2010 her son was diagnosed with eczema and she became frustrated with the old approach to eczema that was no longer serving her family. So, she researched how to help her son no longer have to worry about his skin. Melissa now shares this safe and clear way forward for other parents wanting more for their children too. Your Journey to Healing ([www.yourjourneytohealing.net](http://www.yourjourneytohealing.net)) was born out of this desire to support other families through this journey.

Melissa is contributor on [Kidpedia.com.au](http://Kidpedia.com.au) and Natural Parenting Magazine.

# Book Bio

## Stop Scratching The Surface



In this Quick Guide, Melissa Raymond PhD highlights the gaps in the typical approach to eczema and explores evidence-based, bigger picture approaches that takes parents beyond the creams.

She examines missing pieces of the puzzle to eczema and addresses conflicting information that can lead to overwhelm for parents frustrated with the old approach that is no longer working for their family.

Learn how to overcome this as she reveals the key areas to address for a better future for your child and your entire family.

Dr Raymond interprets current eczema research (she's the research nerd so you don't have to be) and lays it all on the table. She fills in the gaps for you so you can save 100's of hours searching for this information yourself, and can get started on practical approaches to help your child today.

This book teaches you:

- The missing pieces of the puzzle to the management of eczema
- The link between food and eczema – fact or fiction?
- Common home triggers hiding in plain sight
- Underlying contributing factors of eczema

From the creator of The Eczema Roadmap, a 6 week supported program for parents of kids with eczema, Dr Melissa Raymond shares her journey of how she helped her child with eczema, so you can do the same for your child too.

# Book Testimonials

Hi Melissa! I wanted to write to say thank you so much for sending me the eBook, Stop Scratching the Surface. I had so many 'ah ha' moments reading it that, now I know about them, seem common sense but I would have never thought about on my own. There is nothing so powerful as a mumma doing research to help her child and it was comforting to know that you have experienced this struggle too. The love you've put into developing this knowledge comes across and so I just wanted to say thank you! thank you! thank you! I finally have some steps to follow and a bit of hope that we might be able to move forward with it all.



Thank you, Melissa Raymond, for giving me some clear insight into how Eczema affects the human body. My granddaughter has been a sufferer for most of her young life, she is as you say in the book, in remission from most of the symptoms at this moment. From reading though I do expect to see its return, or another symptom. Discovering that our skin is acidic was just one of the many topics discussed in the book Stop Scratching the Surface.

There is so much information on eczema, in your book. Doctors and scientists have not really come up with any real solutions or strategies, over many years of knowing about this skin disorder.

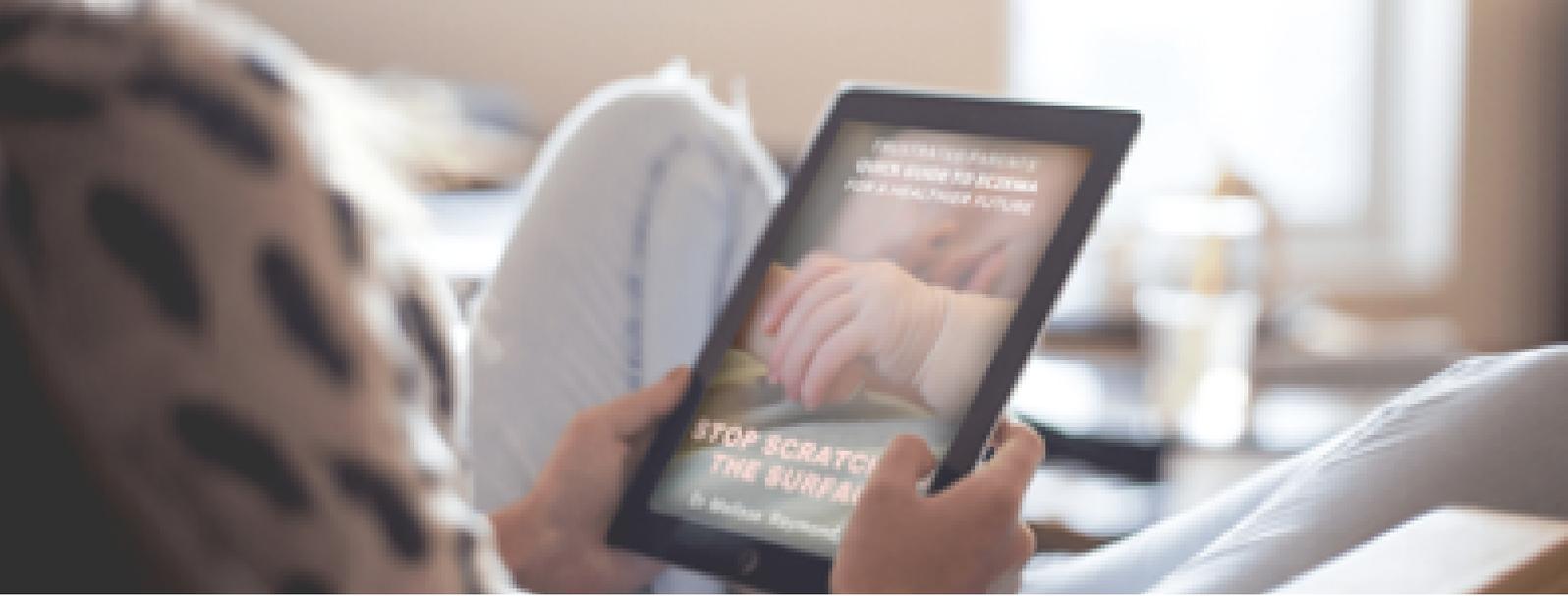
Melissa's book is a wonderful tool that should be given out to all sufferers of eczema, so that parents patients can use and implement some of your real solutions for themselves & their loved ones.

Your Benjamin is a very lucky young man to have a dedicated mother who decided to push through the traditional treatments and research all you could possibly find out about treatments i.e. all aspects of body and environmental health. Really informative and interesting read.

- Lucia

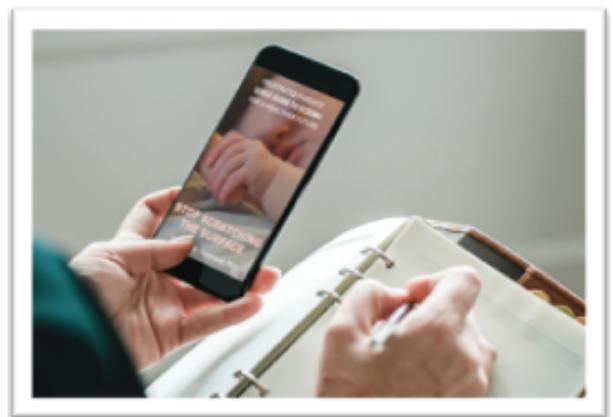
Thank you Melissa for being the research nerd. As an adult living with dry skin I hadn't seen the link between my dry skin and the multiple allergies I have. I was aware that these allergies could trigger my asthma but now I also know that they could be responsible for my dry and itchy skin. Melissa has written an easy to read guide that prompts lots of ideas for moving forward. Although aimed at helping children with Eczema I believe that we all could benefit from this book. Melissa has inspired me to consider the effort my Reflux disease might be having on my overall health. I need to do more research into gut health. I look forward to seeing an overall improvement in my health. Thank you Melissa.





# Target Audience

This *Quick Guide* will help parents understand different contributing factors to eczema, the link between food and eczema, common household triggers, and other contributing factors so that families can help their child beyond the creams.



## Who Should Read This Book?

- Parents
- Grandparents
- Child Care Workers
- Health Care Professionals

## Book Benefits

- The missing pieces of the puzzle to the management of eczema
- Understand beyond the 'standard information' shared about eczema
- Saves you the time and overwhelm of searching for this information yourself
- The link between food and eczema – fact or fiction?
- Common home triggers hiding in plain sight

# Story Ideas for Reporters

What are the symptoms of eczema?

How does eczema impact a child and their family?

What are the rates of eczema in children in Australia?

Is there a genetic link to eczema?

What are some of the different triggers for eczema?

Is there a link between food and eczema?

How can parents help their child with eczema?



# Book Excerpt

Seventy per cent of those with eczema have a family history of an atopic condition. Atopy is defined as, “a personal or familial tendency to produce IgE antibodies in response to low doses of allergens, usually proteins, and to develop typical symptoms such as asthma, rhinoconjunctivitis or eczema/dermatitis”. The IgE reaction is the immune response associated with allergic reactions (different to food intolerances).

If one parent has an atopic condition (e.g. asthma) then their child is more likely to develop eczema than a child whose parents do not have an atopic condition. Children born from one or both parents with an atopic condition are over 35% and 50% more likely to develop eczema, respectively. Some genes are associated with both eczema and allergies. ‘Gut health’ is also impaired in those with atopic conditions (see Chapter 7).

The presence of childhood eczema predisposes a child to developing another atopic condition. This has been described as the ‘Allergy March’. It typically begins with eczema and progresses to include allergies asthma, allergies and/or hayfever. Children with moderate or severe eczema have up to 50% risk of developing asthma. They are also at a 75% risk of developing hay fever (symptoms ranging from sneezes and itchy eyes to having difficulty functioning at work and school).

Reducing the severity or presence of eczema may prevent asthma and allergies later in their childhood. Studies have shown a link

between these atopic conditions and gut health (I dive deeper further into the role of ‘gut health in eczema’ in Chapter 7).

***Imagine if we could approach eczema at the root causes and prevent asthma and allergies... How life changing would that be?!***

Avoiding or minimising exposure to toxic chemicals, optimising diet, managing stress and emotions, and working on improving gut health may improve eczema skin.

## **Your Quick Summary**

- Eczema is a complex condition with different triggers and contributing factors including genetics, gut health, environment, diet, lifestyle, stress
- Common symptoms include red, dry, itchy, oozy and thickened skin.
- It may interrupt sleep and lead to fatigue
- Half of children with eczema develop it before 12 months of age
- Kids with eczema are at a higher risk of developing asthma, allergies and hayfever

I gained a good understanding of eczema well after Benjamin was diagnosed. This was too late. However, it helped me to understand the link between eczema and allergies, and asthma. Although Benjamin developed asthma 4 years after being diagnosed with eczema - after his skin cleared – asthma seems not be an issue for him anymore. I believe he is so much healthier now than he would have been because of all of the learning we went through with his eczema.

# Downloadable Photos

I appreciate requests for photographs for press use.

Email and let us know where you post your article so we can link to it.

Thank you.

Melissa



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