

A TALK FOR MOMS AND DAUGHTERS

There is no shortage of sweat and tears amid the hundreds of thousands of teenage girls around the world suffering from hyperhidrosis – chronic excessive sweating.

Sadly, their emotional and physical suffering is not taken seriously by uninformed mothers who dismiss their daughter's complaints. This is due simply to a lack of understanding about the serious – though little known – medical condition.

Often wracked with shame, embarrassment and self-loathing, young girls suffering from hyperhidrosis find themselves victimized not only by the disease itself, but also from the difficulty in eliciting their mother's compassion and aid to treat the condition effectively.

Desperate, alone, depressed and afraid, far too many of these young girls ultimately suffer in silence, learning how to live with a problem that could readily be managed if they – and their mothers – only knew how.

Lisa J. Pieretti, executive director of the International Hyperhidrosis Society (IHHS), a nonprofit offering the most objective, credible and timely information available on the subject, knows all too well the plight of these young women.

She receives hundreds of letters from girls desperate for the validation and support they are not getting from their mother, also pleading for a solution – anything that will stop the incessant, uncomfortable and humiliating sweating that ruins their clothes, soaks their school papers and erodes their self-esteem.

"All too often, children suffering from chronic or excessive sweating are told to 'just deal with it,' that 'everyone sweats,' and that they're 'making a big deal about nothing,'" said Pieretti. "Far too many of these kids get no sympathy or help as they struggle with a serious issue that adversely impacts their quality of life."

Consider this heartbreaking note from 14-year-old Jennifer, who laments, "I suf-

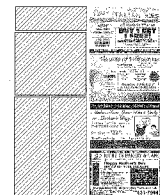
fer from really sweaty hands, underarms and feet. I have been to see my doctor and he suggested a prescription antiperspirant, but this has not worked. He said that there is nothing else that can be done. My mom keeps telling me that it is natural to sweat and that it is only my hormones and I just wish she would listen to me! It is not my hormones – it's stained clothes, wet paper and me having to wear [layers of] dark colors all the time to hide sweat patches! This is not due to exercise or living in a hot place, and I am not overweight at all! Please Help!"

To help foster a dialogue on the subject between mothers and daughters, this Mother's Day the IHHS will launch "Take 10 for 10" – a disease awareness initiative encouraging moms to take just 10 minutes out of their "Day" to conduct a 10-question assessment with their daughters to discern if they may, in fact, have hyperhidrosis.

Mothers and daughters may download this 10-question assessment free of charge – and generally access a wealth of information related to hyperhidrosis – from the IHHS web site at www.SweatHelp.org.

To help and support young people concerned – or just curious – about excessive sweating, antiperspirants, body odor and other taboo sweat-related subjects, the IHHS also offers "Teen Sweat 101" – a free 50-page, full-color workbook providing useful hyperhidrosis information along with diary pages and thought-provoking, engaging exercises, such as the "Sweat-O-Meter," "Sweat CSI" and "Color Sweatastrophe," among others.

Those interested in receiving this free workbook should contact Support@SweatHelp.org with "Teen Sweat 101" as the message subject and their complete mailing address in the body. Workbook recipients will also receive the IHHS' free e-newsletter SweatSolutions – the only newsletter available that focuses solely on hyperhidrosis.





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