



## Your eczema Sidekick is waiting for you

Sidekick Health is an interactive health app that supports people living with eczema, also referred to as atopic dermatitis.

**Get the app to improve the way you live with eczema**

### You and your Sidekick: Support at your fingertips

**The all-in-one Sidekick app makes it easier to adopt lasting, healthy habits, and is by your side every step you take, big or small!**

Sidekick's programs are created by doctors, psychologists, scientists, and others living with chronic illnesses, offering you the support you need, when you need it.

All Sidekick programs are GDPR compliant, as we hold ourselves to the highest data protection standards.

### What you and your Sidekick can do

**Your eczema Sidekick will help you work towards manageable goals, at your own pace:**

- Identify triggers, and ease symptoms and flare-ups
- Break the itch-scratch cycle and build better habits
- Identify sources of stress and learn new ways to handle them
- Take note of your sleep patterns and improve the quality of your rest
- Practice mindfulness, and make time for yourself
- Stay on top of your treatment with helpful reminders

---

#### Disclaimer

*Pfizer Inc ("Pfizer") commissioned and sponsored the development of this AD Programme by Sidekick Health Inc. ("Sidekick"). Sidekick retained full editorial control of the AD Programme and Pfizer had no input into or influence over the content of AD Programme.*

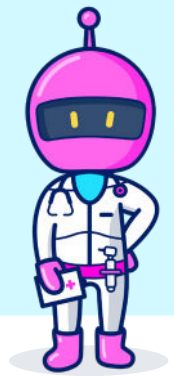
### What others say about Sidekick

“ The Sidekick app helps to address [...] important, wider aspects of care and so will complement and enhance medical treatments. The programme is enjoyable to use and full of useful information, and I believe it will be hugely beneficial for patients.”

**Dr. Natasha Harper**

“ Patient-centric education and support programmes are immensely important for the holistic management of patients with dermatological disease. [...] The app developed by Sidekick is a great way of empowering patients.”

**Professor Anthony Bewley**



### Get started now

- 1 Scan the QR code**  
To download the eczema programme within the Sidekick app, you will be redirected to the app store.  
Tap on "GET".



- 2 Set up your account and let's get started!**  
In a few simple clicks, create your account and start your **personalised Sidekick journey**.