



THE AUSTRALASIAN COLLEGE OF DERMATOLOGISTS

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**MEDIA RELEASE**

**FASHION MAY BE CAUSING THAT RASH**

That fabulous new frock may hurt more than your bank account! So warns Australian dermatologist, Dr Susi Freeman.

**At the latest conference of the Australasian College of Dermatologists, Dr Freeman presented research on the increasing incidence of allergic reactions to clothing dyes.** "Patients allergic to these dyes develop intensely itchy rashes in areas where clothing is in close contact with the skin. Under the breasts, around the waist and in the armpits are common sites," she explained. Often there will be a history of recent purchase of a new garment.

**"Fashion-conscious patients are often quite distressed when told that their latest item of clothing is the cause,"** Dr Freeman explained. "They will often want to know if they can continue to wear the garment. Unfortunately, the answer is no, as they will just react again."

An increasingly common culprit is the dye, disperse blue. "In fact," Dr Freeman explains, "this was recently named 'Contact Allergen of the Year', a sort of Academy Award for contact allergens."

Most people do not realise that their clothes are causing the rash. "A qualified dermatologist will not only make the diagnosis but, with appropriate testing, work out which dye and garment are responsible," she said.

During World War II, an outbreak of clothing dye contact dermatitis affected many of our soldiers. This was known as Khaki Dermatitis. "So it is not a new problem by any means," stated Dr Freeman.

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To arrange an interview, please contact:

Ros Warnes  
Australasian College of Dermatologists  
136 Pittwater Road, Gladesville NSW 2111

Phone: 1300 361 821

*Note: Dr Freeman can provide pictures of patients with the allergy.*