

Supplementary Table 1: Illustrative quotes on the care journey.

Pre-diagnosis	<p>a) "It used to be very concerning before getting diagnosed. I used to not sleep at night thinking of what my daughter had; she used to express her symptoms by crying." (Female caregiver, Saudi Arabia)</p> <p>b) "I don't trust retail pharmacists (non-professionals); I trust family members." (Male caregiver, China)</p>
Diagnosis	<p>a) "When he started the subject, he needed a lot of information; now he has it and knows how to handle himself from experience. Information on the causes, what to do, how to decrease outbreaks [...]." (Female caregiver, Spain)</p>
Flare treatment	<p>a) "I know deep down that there is no permanent treatment for this; every time I take him to the doctor, I know exactly what the dermatologist will tell me, and I expect the same answer and creams." (Female caregiver, Saudi Arabia)</p> <p>"Oh, that's atopic dermatitis, put this little cream on and it will get better.' But the truth is that it doesn't always get better so easily, and when it affects visible parts of the body, which we can't even hide, it affects our self-esteem a lot." (Female patient, Portugal)</p>
Maintenance	<p>a) "And it was something that I had to do [put on cream], but I didn't do it, maximum once every 3 days, but for the last year, I have been putting it on every day twice. I don't know what changed, well yes, when I saw my skin, I kind of started to be afraid</p>

	<p>that the marks would stay, because they were so visible." (Female patient, Spain)</p> <p>b) "I've known what I have since I was little. I had a routine, and I know what to do. Now I wait a few days with the outbreaks and, if they don't go away, I put the medicated cream on." (Male patient, Spain)</p> <p>c) "It's always challenging to remind my son of applying the ointment on his skin and wear the special shirts I got for him, but I don't feel my son is committed to taking care of himself alone." (Female caregiver, Saudi Arabia)</p> <p>d) "It doesn't bother me because I learned how to cope with it." (Male patient, Saudi Arabia)</p> <p>e) "It's important to follow a well-controlled diet and avoid allergenic foods. Besides, to control the temperature and avoid sweating are also important." (Male caregiver, China)</p> <p>f) "Apart from the treatment, life habits are also important: be clean, mind personal hygiene, use VC supplies, eat fruit and vegetables." (Female caregiver, China)</p>
Flare cycles	<p>a) "The disease has affected my life a lot, as my face is now a bit deformed. Also, I hate it when I go to a family gathering, and they force me to eat their food, and my face turns red, and I get pimples all over my face. I ask for an instant ice cube to mitigate the effect." (Male patient, Saudi Arabia)</p>