

# Aveeno®



Caring for  
Sensitive Skin



# is your skin sensitive?

Nearly half of people report having sensitive skin.<sup>1</sup> It's a common and growing phenomenon believed to be caused by increased exposure to pollution, stress and chemicals. The result - tightness, dryness, itching, burning and, in some cases, redness.

## WHAT CAUSES SKIN SENSITIVITY?

Sensitive skin is caused by nerve endings in the top layer of skin becoming irritated. It is often the result of a disruption in the skin's protective outer layer - known as the epidermal lipid barrier layer - allowing irritants, microbes and allergens to penetrate the skin and cause adverse reactions. A disturbed epidermal lipid barrier is an important component in several inflammatory skin diseases such as rosacea, atopic dermatitis, psoriasis and eczema.

## SENSITIVE SKIN TRIGGERS

While some people are genetically predisposed to sensitive skin, many others are sensitized by their environment, lifestyle and physiology. Common causes of sensitive skin can include:

- *Pollution*
- *Stress*
- *Hormonal fluctuations*
- *Temperature changes*
- *Smoking*
- *Alcohol*
- *Diet*
- *Cosmetic and/or medical procedures*
- *Cosmetics and soaps*
- *Chemical and/or synthetic fragrances and dyes*

# caring for sensitive skin

Sensitive skin needs a daily regimen of gentle cleansing and moisturizing with ingredients designed to nourish and calm. AVEENO® colloidal oatmeal formulations have a long history of use in sensitive skin and many are clinically shown to cleanse, moisturize, soothe and protect. Choose products formulated for sensitive skin that are also fragrance-free.

## Here are a few tips:

### 1. CLEANSE THOROUGHLY, BUT GENTLY

- Use lukewarm (not hot) water
- Use mild, soap and fragrance-free cleansers that won't overdry or irritate, compromising your skin's moisture barrier
- Gently pat skin dry - don't rub.
- Avoid using scrubs and washcloths.

### 2. MOISTURIZE AND CALM

- Apply facial and body moisturizers to damp skin (within 3 minutes of taking a bath or shower).
- If prescribed by your doctor, apply any special medications first and then liberally apply moisturizer. For some medications, you may be advised to wait 15-20 minutes after applying before applying moisturizer, so be sure to follow your doctor's instructions.

### 3. PROTECT YOUR SKIN

*Think of sensitive skin as fragile skin—it needs protection. Use hats, clothing, and broad spectrum UVA/UVB sunscreens.*

# lifestyle changes

can also help

protect your skin



## DETOX

*Rid your routine of chemical and environmental irritants in your personal care items, laundry items, household cleaners, furniture, paint, etc.*



## BE WARY OF BACTERIA

*This means replacing your washcloth and pillowcase more often, and tossing out old makeup and cosmetic products. Wash your makeup brushes often and let them air dry.*



## TEST

*When you're trying a new product, always test it on your wrist, arm, or behind the ear first before putting it on your face or more broadly on your body.*

## AVOID YOUR TRIGGERS



*As much as you can, avoid common triggers like harsh soaps, alcohols, chemicals and fragrances. Check the labels on your skin care products.*

## USE A HUMIDIFIER



*Unless you live in a humid climate, use a humidifier to help your skin stay moisturized.*

## MANAGE STRESS AND ESTABLISH A HEALTHY SLEEP SCHEDULE



*Stress and sleep are significant lifestyle factors that can affect skin health.*

*As always, talk to your Dermatologist if you have questions or concerns.*

# Aveeno®

Natural colloidal oatmeal helps seal in moisture, oat essence soothes and calms skin, and oat oil helps restore the skin's moisture barrier.

## TRIPLE OAT COMPLEX



## CALMING FEVERFEW®

Proven to help reduce the appearance of redness and help calm irritated, dry skin.

# daily care for sensitive skin

ultra-calming  
FACIAL CARE

## Hydrating Gel Cleanser

- Specially formulated for sensitive skin with Calming Feverfew® and Nourishing Oat
- Gently cleanses and hydrates without compromising the skin's delicate moisture barrier
- Soap and fragrance-free, hypoallergenic and noncomedogenic



## Daily Moisturizer Broad Spectrum SPF 30

- Specially formulated for sensitive skin with Calming Feverfew® and Nourishing Oat
- Clinically shown to reduce the appearance of redness and irritated, dry skin in just 1 week
- 100% Mineral Sunscreen with Broad Spectrum SPF 30 protection
- Oil and fragrance-free, noncomedogenic and hypoallergenic



## Moisturizing Cream

- Triple Oat Formula with ceramide and panthenol
- Helps balance the microbiome while helping to improve itchy, dry skin
- Moisturizes to help restore and strengthen the skin's natural moisture barrier
- Compatible with Rx therapies
- Steroid-free, fragrance-free, allergy tested



## Itch Relief Balm

- Triple Oat Formula with ceramide
- Immediate and long-lasting itch relief after just one use<sup>1</sup>
- Clinically proven to relieve dry, itchy, irritated skin due to eczema<sup>1</sup>
- Intensely moisturizes without a greasy feeling
- Fragrance-free, paraben-free, steroid-free, phthalate-free, allergy tested



## Body Wash Fragrance-Free

- Moisturizes to soothe itchy, dry skin
- Contains natural, soothing oat and rich emollients
- No added fragrance, soap-free, dye-free, hypoallergenic



## 24hr Moisturizing Lotion

- Triple Oat Formula helps relieve and soothe sensitive or itchy, extra-dry skin
- Clinically shown to moisturize for 24 hours
- Fragrance-free, noncomedogenic



MANUFACTURERS' COUPON • EXPIRATION DATE 12/31/2019

# Save \$2

When you purchase any one (1) AVEENO® product.  
(Excludes cleansing bars, trial and travel sizes)  
Use as directed.

# Aveeno®

1. Clinical trial to determine the therapeutic benefit of AVEENO® ECZEMA THERAPY ITCH RELIEF BALM on dry, itchy skin of adults and children with atopic dermatitis. n=39 patients aged 12+ with mild to moderate atopic dermatitis. Data on file.

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## Sensitive Skin Care Checklist

- Use mild, fragrance-free cleansers and lukewarm water
- Moisturize every day, within minutes of showering
- Use sunscreens formulated for sensitive skin
- Detox your environment
- Avoid your sensitive skin triggers
- Get adequate sleep

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**Save \$2**  
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