

A Randomized, Double-Blind Bilateral Controlled Study to Evaluate the Effectiveness of AVEENO® Skin Relief 24 Hour Moisturizing Lotion vs VEHICLE for the Relief of Itchy, Dry Skin (n=30)

OBJECTIVE

- To objectively compare the efficacy of AVEENO® Skin Relief 24 Hour Moisturizing Lotion against its own vehicle in a randomized, double-blind, bilateral controlled clinical study.

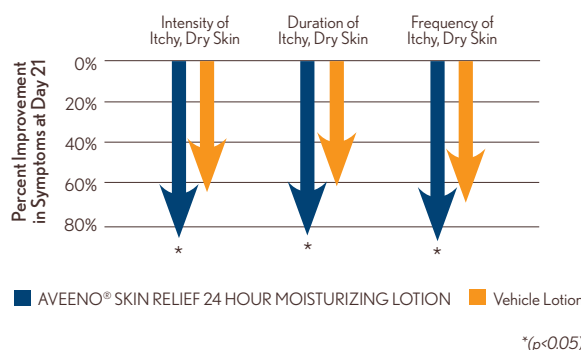
STUDY DESIGN

- Thirty (30) female subjects 18-70 with bilateral moderate to severe dryness and bilateral mild to moderate itch took part in the study.
- Subjects were assigned two test products, one to be used on the right leg and the other on the left leg. The two test products were (1) AVEENO® Skin Relief 24 Hour Moisturizing Lotion and (2) the matching vehicle lotion.
- Test sites on the lower legs of each of the subjects were graded for scaling, overall dryness and intensity, duration and frequency of itch at baseline (Visit 1, Day 0), after 21 days of treatment (Visit 2) and after a one week regression without treatment (Visit 3, Day 28).

RESULTS

Figure 1. Significant Reduction in Intensity, Duration and Frequency of Itch (n=30)

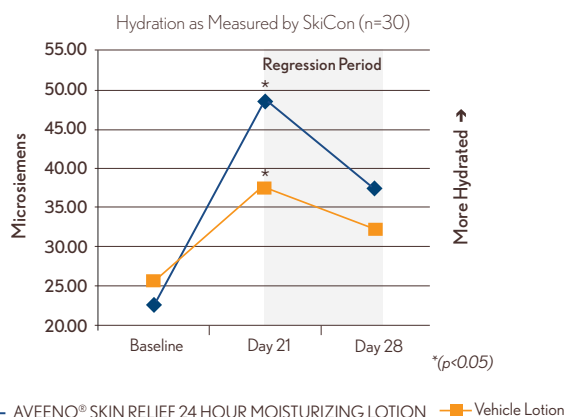
- AVEENO® Skin Relief 24 Hour Moisturizing Lotion had greater statistical improvements from baseline compared to the vehicle for the parameters of scaling, overall dryness as well as the intensity, duration and frequency of itch.



*Significant improvement (p<0.05) with the AVEENO® SKIN RELIEF 24 HOUR MOISTURIZING LOTION when compared to vehicle after 21 days of treatment.

Figure 2. Significantly Better Moisturization Maintained 7 Days After Discontinuation of Use

- AVEENO® Skin Relief 24 Hour Moisturizing Lotion demonstrated significantly better hydration as measured by the Corneometer and SkiCon both at 21 days and again at 28 days (after the 1 week regression).

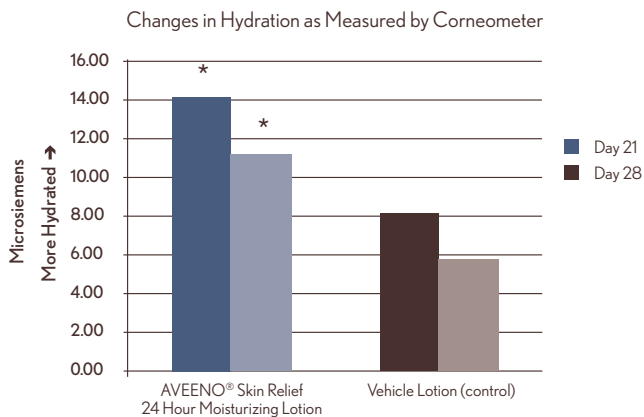


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Figure 3. Clinical Evaluations: Improvements in Itchy, Extra-Dry Skin

- AVEENO® Skin Relief 24 Hour Moisturizing Lotion also demonstrated significantly better hydration as measured by the Corneometer at 21 days and again at 28 days (after the one week regression).



CONCLUSIONS

- Blinded clinical grading by a dermatologist demonstrated that AVEENO® Skin Relief 24 Hour Moisturizing Lotion had greater statistical improvements from baseline compared to the vehicle for the parameters of scaling, overall dryness as well as the intensity, duration and frequency of itch.
- AVEENO® Skin Relief 24 Hour Moisturizing Lotion demonstrated significantly better hydration as measured by the Corneometer and SkiCon both at 21 days and again at 28 days (after the 1 week regression).
- The patient self-assessments and formulation preferences also demonstrated strong statistical significance in favor of AVEENO® Skin Relief 24 Hour Moisturizing Lotion on almost all tested attributes.
- There is value in having clear evidence-based results available for a dermatologist to make product recommendations to their patients.