

CLINICAL TRIAL TO DETERMINE THE BENEFIT OF AVEENO® ECZEMA THERAPY ITCH RELIEF BALM ON DRY, ITCHY SKIN OF ADULTS AND CHILDREN WITH ATOPIC DERMATITIS¹

OBJECTIVE:

To evaluate the efficacy of an over-the-counter (OTC) 1% colloidal oatmeal skin protectant balm in adults and children with mild-to-moderate atopic dermatitis (AD).

STUDY DESIGN:

Fifty-two adults and children aged 12+ years with mild to moderate atopic dermatitis (score 3.0 and 7.5 inclusive per Rajka-Langeland severity index) and mild-to-moderate itch (VAS Itch Assessment = 4.0) completed this multi-center, 7-day, randomized (3:1), evaluator-blinded, 2-arm clinical study.

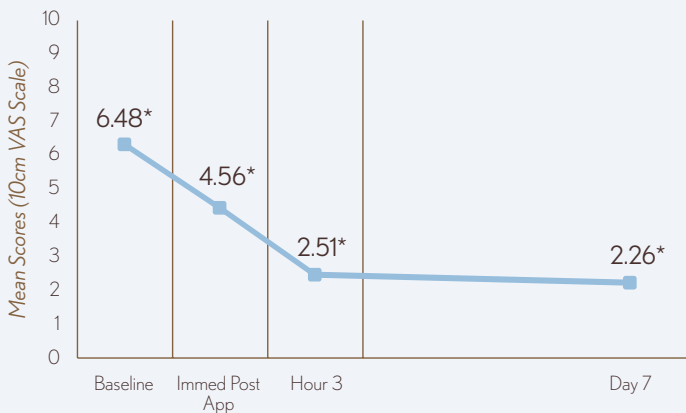
Efficacy Measures:

- **Primary endpoints:**
 - Itch Assessment (10-cm VAS scale) at baseline, immediately post-application, Hours 1, 2, 3, 4, 5, and 6 post-application, and Day 7
- **Secondary endpoints:**
 - Corneometer readings at baseline, immediately post-application, Hours 1, 2, 3, 4, 5, and 6 post-application, and Day 7
 - Participant Questionnaires at baseline, immediately post-application, Hours 4, 5, and 6 post-application, and Day 7

RESULTS

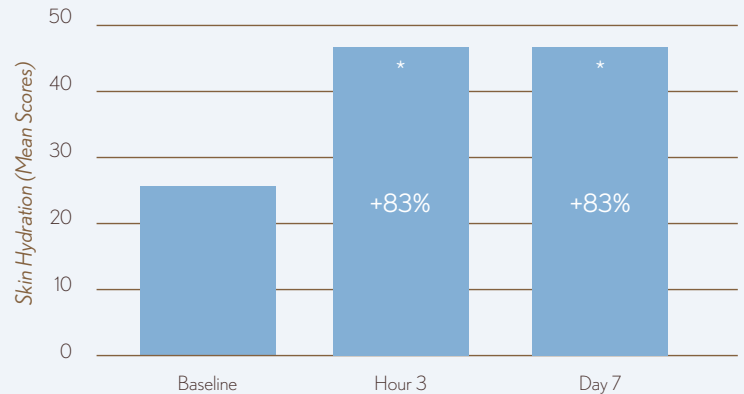
CLINICALLY PROVEN TO RELIEVE DRY, ITCHY, IRRITATED SKIN DUE TO ECZEMA¹

61% REDUCTION IN ITCH SCORES IN 3 HOURS



* Significant improvement ($p < 0.001$)

IMMEDIATE AND LONG-LASTING MOISTURIZATION (CORNEOMETER)¹



n = 39 patients with mild to moderate AD

PATIENT ASSESSMENT AT DAY 7:

75% felt they **slept better** due to less itching

100% felt they were **less distracted** by their itchy skin

¹ Data on file. n=39 patients aged 12+ with mild to moderate atopic dermatitis.