

# Eczema is our Expertise



Helping Dermatologists treat eczema since 1945, **no oat-containing product** has been studied more than Aveeno.

	ADULT				BABY	
Product Photo						
Product Name	Soothing Bath Treatment	Eczema Therapy Daily Moisturizing Cream	Eczema Therapy Itch Relief Balm	Aveeno® Eczema Therapy Rescue Relief Treatment Gel Cream	Aveeno® Baby Eczema Therapy Moisturizing Cream	Aveeno® Baby Eczema Therapy Nighttime Moisturizing Balm
Patient Benefit	Relieves itchy, irritated skin	Clinically shown to relieve dry, itchy, irritated skin while strengthening the skin's moisture barrier	Provides immediate and long lasting itch relief after just one use	Instantly calms and cools itchy, dry skin flare-ups	Clinically proven to relieve eczema-prone skin  #1 Pediatric Recommended Brand*	Clinically proven to relieve & help prevent dry, itchy skin  #1 Pediatric Recommended Brand*  <b>Suitable for use after 2 days of age</b> before the onset of rashes and dryness  Similar to the vernix, the unique multifunctional formula <b>protects baby's delicate skin after birth</b>
Key Ingredients	100% Colloidal Oatmeal	Triple Oat Complex and Ceramide	Triple Oat Complex, Ceramide and Glycerin	2% Colloidal Oatmeal and Shea Butter	Triple Oat Complex and Ceramide	Triple Oat Complex, Ceramide and Glycerin
Formula Features	Fragrance-free	Fragrance-free, Steroid-free	Fragrance-free, paraben-free, steroid-free, phthalate-free, allergy tested, non-greasy	Fragrance-free, steroid-free, paraben-free dye-free, silicone-free	Fragrance-free, paraben-free, steroid-free, phthalate-free, Phenoxyethanol-free, pH Balanced	Fragrance-free, paraben-free, steroid-free, phthalate-free, Phenoxyethanol-free, pH Balanced
Did You Know?	Aveeno's first product in 1945  Creates a milky bath to relieve itch and irritation associated with eczema. <sup>1</sup>	Proven to reduce itch severity and significantly improve quality of life. <sup>7</sup>  Can be used as an adjunctive treatment along with topical Rx treatments. <sup>2</sup>	In a 2-year retrospective study of over 54,000 patients with chronic dry skin and eczema, patients using Aveeno® were 21% less likely to receive a prescription for steroids and antimicrobials. <sup>3</sup>	97% of patients reported provides instant, cooling relief for my dry, itchy skin. <sup>4</sup>  91% of patients reported allows me to be better prepared to manage my dry, itchy skin flare-ups. <sup>4</sup>	Clinically proven as effective as a Prescription Barrier Cream. <sup>5</sup>  The use of a colloidal oatmeal emollient as a treatment for eczema is efficacious, steroid-free, well tolerated and has received high patient satisfaction. <sup>6</sup>	The first days of life are critical as baby's skin can get sensitized as the skin moisture barrier continues to evolve throughout the first 12 months. The right emollient can provide similar multi-functional benefits to the vernix, protecting babies' skin after birth. <sup>7</sup>

\* in the combined infant cleansing and baby lotion categories. **1** Clinical assessment of Aveeno® Eczema Therapy to alleviate dry to very dry skin or skin prone to atopic dermatitis and to improve the patients' quality of life (n=75). Study sponsored by Johnson & Johnson do Brasil Ind.Com. Prod. Para Saúde Ltda. Principal Investigator. Dr Lucia Helena Favaro de Arruda. Preliminary data presented by Dr Maria João Lopes at the ESPD Congress, Istanbul 2012. **2** Fowler JF, Nebus J, Wallo W, Eichenfield LF. Colloidal oatmeal formulations as adjunct treatments in atopic dermatitis. J Drugs Dermatol. 2012;11(7):804-807. **3** Moncrieff, G., Lied-Lied, A., Nelson, G. et al. Cost and effectiveness of prescribing emollient therapy for atopic eczema in UK primary care in children and adults: a large retrospective analysis of the Clinical Practice Research Datalink. BMC Dermatol 18, 9 (2018). **4** Data on file, Johnson & Johnson Consumer Inc. **5** Lisante TA, Nuñez C, Zhang P. Efficacy and safety of an over-the-counter 1% colloidal oatmeal cream in the management of mild to moderate atopic dermatitis in children: a double-blind, randomized, active-controlled study. J Dermatolog Treat. 2017;28(7):659-667. doi:10.1080/09546634.2017.13035696. Nuñez, Chris & Hogan, Daniel & Humphrey, MD & Lisante, Toni Anne & Doshi, Uday. (2013). A Colloidal Oatmeal OTC Cream is as Clinically Effective as a Prescription Barrier Repair Cream for the Management of Mild to Moderate Atopic Dermatitis in African-American Children. Journal of the American Academy of Dermatology. 68.10.1016/j.jaad.2012.12.303.https://doi.org/10.1016/j.jaad.2012.12.303. **6** COLLOIDAL OATMEAL IN ATOPIC DERMATITIS Judith Nebus, MBA, Virginie Nollent, and Menas G. Kizoulis Johnson & Johnson Consumer Companies, Inc. **7** Capone 2011 Journal of Investigative Dermatology.



# The Power of Aveeno® Oat

From Infancy,  
Through Adulthood



Aveeno® provides science-backed solutions to help nourish and protect eczema-prone skin.

# Aveeno®

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Establishing a regular routine can help manage conditions and symptoms.

## Baby Routine



Daytime  
Moisture

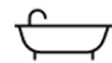


Nighttime  
Moisture

**#1**  
Pediatrician  
recommended  
brand\*

\* in the combined infant cleansing and baby lotion categories.

## Adult Routine



Bathe



Daytime  
Moisture



Nighttime  
Moisture



Anytime Flare  
Up Control



## Colloidal Oatmeal

is the only skin protectant active ingredient recognized by the FDA for the treatment of eczema and **no oatmeal-containing product** has been studied more than Aveeno®.