

# Aveeno®

CLINICAL BENEFITS OF

# Oat for Psoriatic Dry Skin



Psoriasis affects more than 125 million people worldwide<sup>1</sup>

Psoriasis is an auto-immune skin disease that is associated with significant impairment in quality of life including skin discomfort and dissatisfaction of skin appearance.<sup>2</sup>

Effects on Quality of Life:<sup>3-6</sup>

**85%** Suffer From Itching

**75%** Feel Unattractive

**54%** Feel Depressed

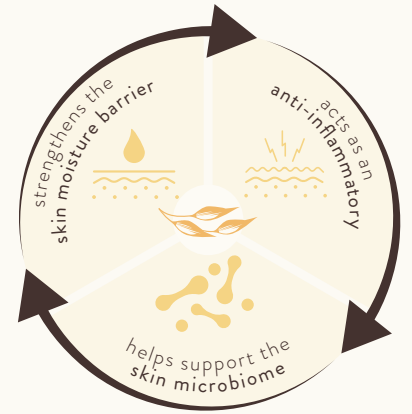


Oat has many beneficial properties to the skin, including moisturization.

Oat forms an occlusive barrier to protect and hold moisture in the skin contributing to the skin's barrier integrity, soothing itchy, dry skin.

Latest scientific research has shown that oatmeal and key elements of oat can improve skin's pH, help increase endogenous ceramides\*, has strong anti-inflammatory and anti-oxidant properties and acts as a skin prebiotic.<sup>7,8</sup>

\* In vitro



## Pivotal Study

Oat containing lotion significantly improves dryness, roughness, desquamation, discomfort, itching and the appearance of redness associated with mild psoriasis

*Tolerance and subject satisfaction of an over-the counter oat (Avena sativa) containing lotion in patients with psoriasis and sensitive skin.*

*Journal of the American Academy of Dermatology 2020*

Purpose

To determine the tolerability and satisfaction in skin appearance of a 1% oat lotion on individuals with psoriasis

Design

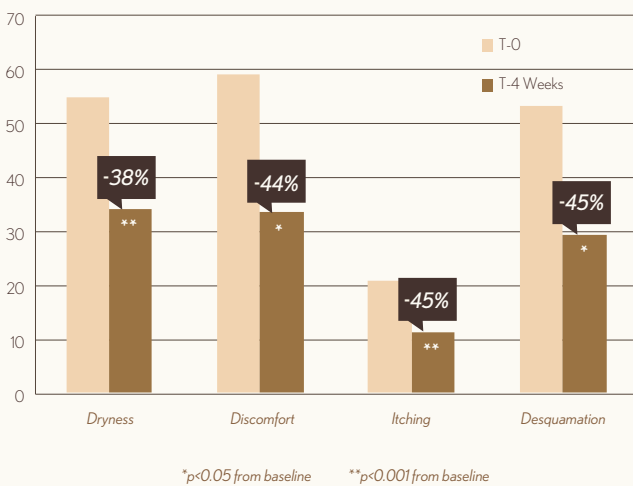


60 adult females  
psoriasis and self-reported  
sensitive skin

1x daily  
for 4 weeks

## Results

Patient Perceived Improvements



After 4 weeks of application, patients perceived:

**45%**

improvement in itch and desquamation at Week 4

**100%**

thought the product helped reduce the extent of patches

**100%**

felt the product was suitable to use daily for their skin type



Well tolerated with no product related adverse events

An over-the-counter oat lotion improves the skin appearance and discomfort associated with psoriasis and is a suitable adjunctive moisturizer for daily skincare in this patient population.

## REFERENCES

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