

Aveeno®

CLINICAL BENEFITS OF

Oat in Diabetic Dry Skin



Diabetes affects more than 34 million people in the United States.¹

Up to 97% of people with diabetes experience a skin-related disorder.²

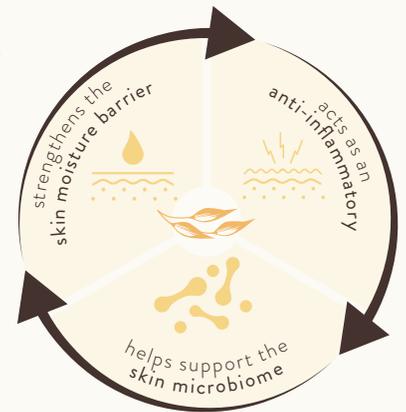
Itching is nearly 4x as common in diabetic skin than in patients without diabetes.³



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

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.^{4,5}

* In vitro



Pivotal Study

Oat lotion significantly improves dryness, roughness as early as week 1, increasing with continued use.⁶

Safety and Tolerance of Skin Protectant Lotions with Oatmeal in patients with Diabetes.

Journal of the American Academy of Dermatology 2008

Purpose

Evaluate the tolerance and efficacy of two oat-based skin protecting moisturizing lotions on diabetic dry skin.

Design



40 patients
with diabetes and moderate dryness of the lower legs

aged **30-60**
for 4 weeks

2x daily
for 4 weeks

Results

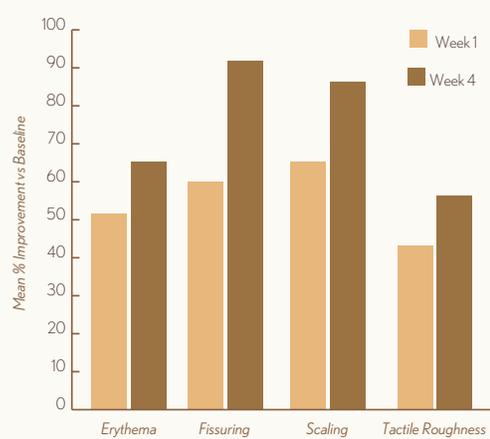
hydration improvement
as early as week 1

Twice daily use of an oat-containing moisturizing lotion resulted in significant improvements in dry skin parameters as early as 1 week and increased with continued use.

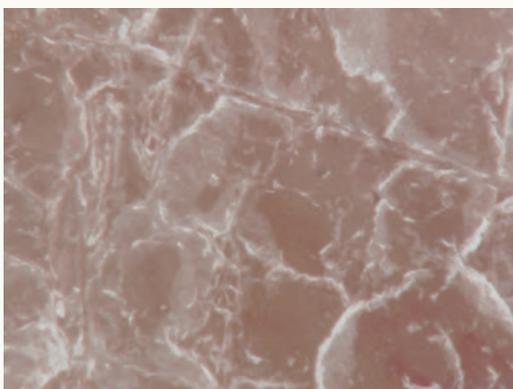
>90%

>90% of subjects reported significant improvements in leg dryness, roughness and overall look and feel of skin at 4 weeks.

Oat Lotion with Avenanthramides and Oat Oil



Visible improvement in scaling and skin textural lines after 4 weeks of use



Baseline



Week 4



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