

Aveeno[®]
baby



#1
Pediatrician
recommended
brand*

**clinically proven to
relieve eczema-prone skin**

with Triple Oat Complex,
Lipids, and Glycerin

*in the combined infant cleansing and baby lotion categories



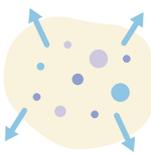
The first days of life are critical as baby's skin can get sensitized as the skin moisture barrier continues to evolve and diversify throughout the first 12 months¹

Infants are born with a protective coating called the vernix caseosa which develops during the last trimester

It is composed of water, proteins, sebum lipids and antimicrobial peptides. The retention of the vernix on the skin contributes to a higher skin hydration, lower skin pH and relates to reduced heat loss after birth.²



The vernix caseosa is a protective coating of the skin.



Infant skin can lose water 2x faster than adult skin.³

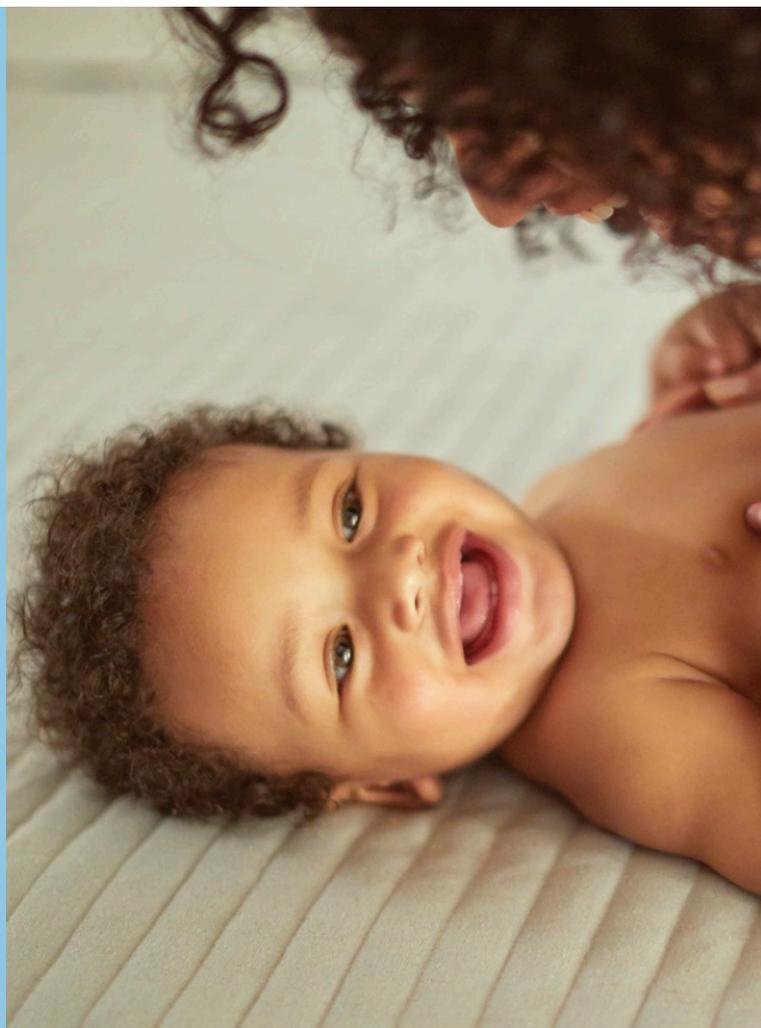


Emollients can help support the developing skin moisture barrier by creating a partially occlusive barrier.

The right emollient can provide similar multi-functional benefits to the vernix, protecting babies' skin after birth

During childhood, skin disorders that are characterized by skin barrier dysfunction are common. Compromised skin barrier integrity is thought to be critical to the early onset and severity of atopic dermatitis (AD), which is often accompanied by dry skin that is lipid deficient.

Emollients create a partially occlusive barrier between the skin and air, reducing TEWL. They can also be helpful in restoring skin elasticity and sustaining skin homeostasis. Thus, regular emollient application from birth can be considered an effective management approach in neonates at high risk of developing AD.² Moisturizers that soothe, hydrate, protect, and restore the barrier are essential for the proper management of AD.



The use of an Colloidal Oatmeal emollient as a treatment for eczema is efficacious, steroid-free, well tolerated, and has received high patient satisfaction.⁴

As suggested by several consensus reports on pediatric AD, emollients are also considered first line treatments against the disease.

In a recent pivotal study

1% Colloidal Oatmeal cream was clinically proven to be as effective as a prescription barrier cream^{5,6}

Colloidal Oatmeal is the only single skin protectant

OTC active ingredient that can claim to temporarily protect and help relieve symptoms of eczema as recognized by the US FDA & Health Canada OTC Monographs^{7,8,9}

Research has shown

oatmeal used as a skin protectant can significantly reduce trans-epidermal water loss¹⁰

Clinically proven Aveeno[®] Baby Eczema Therapy Balm moisturizes to relieve & help prevent dry itchy skin

Steroid-free

Immediate & long lasting moisture

Hypoallergenic

Clinically proven

SUITABLE TO USE AFTER 2 days of age

Aveeno[®] baby eczema therapy nighttime balm colloidal oatmeal skin protectant + ceramide

Recommendations by Pediatric and Dermatologists

clinically proven to relieve itchy, dry, irritated skin due to eczema

fragrance-free
hypoallergenic
steroid-free

ACCEPTED BY THE NATIONAL ECZEMA ASSOCIATION

Suitable for use on newborn skin before the onset of rashes and dryness

Similar to the vernix, the unique multifunctional formula of Aveeno[®] Eczema Therapy Balm protects baby's delicate skin after birth



Triple Oat Complex
Soothing moisturizers with antioxidant and prebiotic properties



Glycerin
Helps attract water to smooth the skin surface, and offers skin restoring and prebiotic properties



Lipids Including Ceramides
Key components to build baby's skin barrier

Aveeno[®] baby



Pediatrician and dermatologist tested.
Clinically shown to soothe babies' eczema-prone skin.



Tear-free

Sulfate-free

Soap-free

Non-greasy

Intensely moisturizes

✓ pH Balanced
✓ Hypoallergenic
✓ Fragrance-free

✓ Paraben/Phthalate free
✓ Phenoxyethanol-free
✓ Steroid-free

1. Capone 2011 Journal of Investigative Dermatology
2. Skin Physiology of the Neonate and Infant: Clinical Implications Teresa Oranges, Valentina Dini, and Marco Romanelli Valentina Dini, and Marco Romanelli*
3. Nikolovski J, Stamatias GN, Kollias N, Wiegand BC. Barrier function and water-holding and transport properties of infant stratum corneum are different from adult and continue to develop through the first year of life. J Invest Dermatol. 2008 Jul;128(7):1728-36.
4. COLLOIDAL OATMEAL IN ATOPIC DERMATITIS Judith Nebus, MBA, Virginie Nollent, and Menas G. Kizoulis/Johnson & Johnson Consumer Companies, 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:10.1080/09546634.2017.1303569
6. 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
7. Fowler JF Jr. Colloidal oatmeal formulations and the treatment of atopic dermatitis. J Drugs Dermatol. 2014;13(10):1180-1185.
8. FDA. Skin Protectant Drug Products for Over-the-Counter Human Use; Final Monograph. 68FR33362.June 4, 2003. Available from:<http://www.fda.gov/downloads/Drugs/DevelopmentApprovalProcess/DevelopmentResources/Over-the-CounterOTCDrugs/StatusofOTCRulemakings/ucm091520.pdf> Accessed 8.17.21
9. Health Canada: Medicated Skin Care Products Monograph: http://webprod.hc-sc.gc.ca/nhp/bdipsn/atReq.do?atid=skin_peau&lang=eng Accessed 8.17.21
10. Moheberg EI, Vogt G, Nilsson A, et al. Effects of storage and heat processing on the content and composition of free fatty acids in oats. Cereal Chem. 1995; 72(1):88-93. 2. Potter RC, Castro JM, Moffatt LC, inventOfs; Nuture, Inc, assignee. Oat oil compositions with useful cosmetic and dermatological properties. US Patent 5620692. April 15, 1997.