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Cutting edge science
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proven results.



Keeping Baby's Skin Healthy



New-born baby's skin is very sensitive, very thin and fragile¹

Baby's skin undergoes a progressive adaptation to the extrauterine environment and special care is needed during this period as it continues to develop through the first years of life.¹

It is much different when compared to the adult skin.¹⁻³

Baby's skin needs more protection and care in relation to hygiene, bathing, cleansing agents, topical products.¹



Moisturizes
dry skin



Soothes itchy skin



Improves skin
barrier function

1. Fernandes JD, et al. An Bras Dermatol. 2011;86(1):102-10.

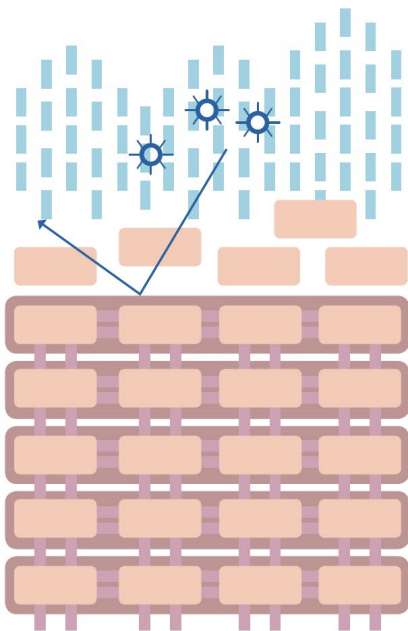
2. Stamatias, G.N. et al. (2011). Infant skin physiology and development during the first years of life: a review of recent findings based on in vivo studies. International Journal of Cosmetic Science, 33(1), 17-24.

3. Nikolovski J, et al. Journal of Investigative Dermatology. 2008;128:1728-1736.

Baby skin is uniquely different than adult skin and needs protection from birth

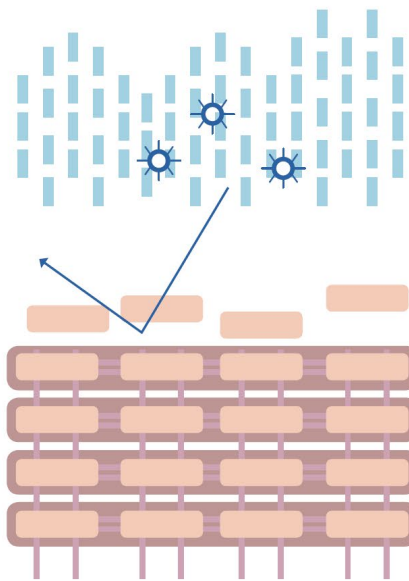
ADULT SKIN

Competent barrier function protects
from irritants and allergens⁶



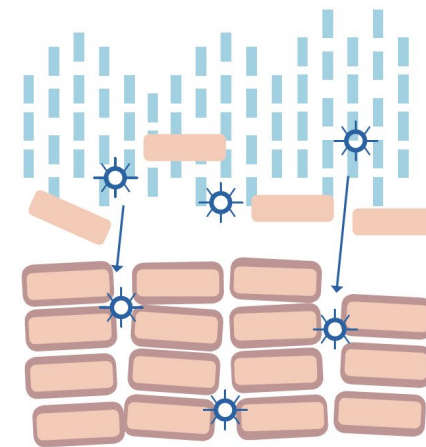
HEALTHY BABY SKIN

Up to 30% thinner than adult
skin and more fragile⁷



COMPROMISED BABY SKIN

Reduced barrier function increases
potential for irritant and allergen
penetration⁶

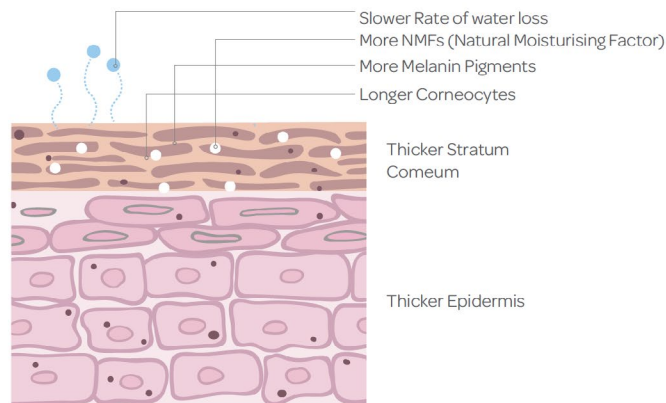


6. Stamatias, G.N. et al. (2011). Infant skin physiology and development during the first years of life: a review of recent findings based on in vivo studies. International Journal of Cosmetic Science, 33(1), 17-24.

7. Stamatias, G.N. et al. (2010). Infant skin microstructure assessed in vivo differs from adult skin in organization and at the cellular level. Pediatric dermatology, 27(2),125-131.

Difference between baby skin and adult skin³

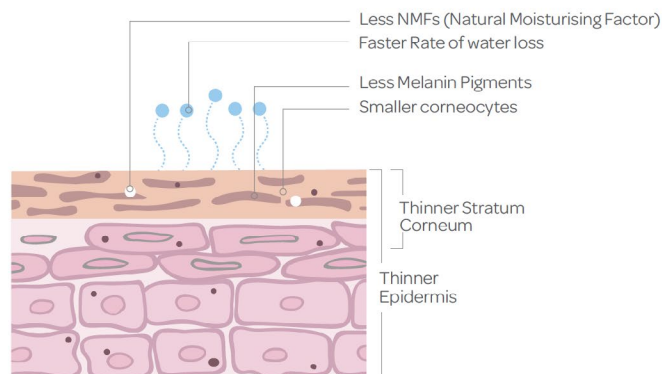
Adult Skin



Baby's skin is much different when compared to adults.

- **Up to 30% thinner epidermis⁴**
- **pH is more neutral, resulting in reduced protection²**
- **More sensitive and vulnerable to external factors (environment)²**

Children Skin



1. Fernandes JD, et. An Bras Dermatol 2011;86(1):102-10.

2. Stamatias, G.N. et al. (2011). Infant skin physiology and development during the first years of life: a review of recent findings based on in vivo studies. International Journal of Cosmetic Science, 33(1), 17-24.

3. Nikolovski J, et al. Journal of Investigative Dermatology. 2008;128:1728-1736.

4. Stamatias, G.N. et al. (2010). Infant skin microstructure assessed in vivo differs from adult skin in organization and at the cellular level. Pediatric dermatology, 27(2), 125-131.



Keeping baby's skin healthy

Role of Baby's skin...

Provides a barrier which prevents:¹

- infection
- water loss from body
- penetration of irritants/allergens

What happens if Baby's skin becomes compromised?

- The first months of life are critical as baby's skin can get sensitized.²
- Penetration of irritants may result in skin inflammation, allergen sensitization and bacterial colonization.³
- It can increase skin susceptibility to microbial and chemical attacks.³

Cleansing & Moisturizing is important for skin's health

Global skincare guideline recommends using mild cleansers that can keep skin surface pH levels between 5.5-7.0 to maintain healthy skin.^{4,5}

1. Lavender T, et al. Infant skin-cleansing product versus water: A pilot randomized, assessor-blinded controlled trial. BMC Pediatrics. 2011;11:35.
2. Kim HY, et al. Determinants of sensitization to allergen in infants and young children. Korean J Pediatr. 2014 May;57(5):205-10.
3. Barnes KC. An update on the genetics of atopic dermatitis: scratching the surface in 2009. J Allergy Clin Immunol. 2010 Jan;125(1):16-29.e1-11; quiz 30-1.
4. Lund CH, et al. Neonatal skin care: clinical outcomes of the AWHONN/NANN evidence-based clinical practice guideline. Association of Women's Health, Obstetric and Neonatal Nurses and the National Association of Neonatal Nurses. J Obstet Gynecol Neonatal Nurs. 2001 Jan- Feb;30(1):41-51.
5. Telofski LS, et al. The infant skin barrier: can we preserve, protect, and enhance the barrier? Dermatol Res Pract. 2012;2012:198789.
6. Stamatias, G.N. et al. (2011). Infant skin physiology and development during the first years of life: a review of recent findings based on in vivo studies. International Journal of Cosmeti Science, 33(1), 17-24.
7. Stamatias, G.N. et al. (2010). Infant skin microstructure assessed in vivo differs from adult skin in organization and at the cellular level. Pediatric dermatology, 27(2), 125-131.

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