

Aveeno.
baby

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baby



Cutting edge science
transforms natural
ingredients into clinically
proven results.



**The importance of keeping a
hygienic daily routine for your baby.**



The sensitivity of baby's skin barrier requires specialized cleansing

Cleansing with water alone can be ineffective, as it only removes water soluble substances.¹

Cleansers contain surfactants which enable removal of fat soluble materials (i.e. faeces)

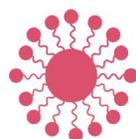
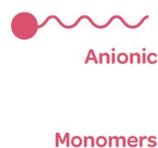
In a solution, surfactants form sphere-like structures called micelles

Optimal baby cleansers contain surfactants which form large micelles that increase mildness, cannot easily penetrate the skin and are unlikely to irritate baby skin.²

1. Gelmetti, C. (2001). Skin cleansing in children. Journal of the European Academy of Dermatology and Venereology, 15(s1), 12-15.
2. Lavender T, et al. Infant skin-cleansing product versus water: A pilot randomized, assessor-blinded controlled trial. BMC Pediatrics. 2011;11:35.

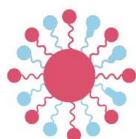
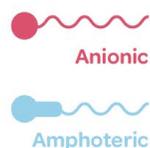
A hygienic daily routine with specially designed baby cleansers will wash away dirt and bacteria while protecting baby skin from dryness¹

Adult
shampoo

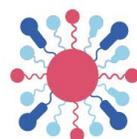
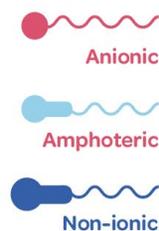


Micelles

Adult
body cleanser



Baby
cleanser



Johnson's[®]
head-to-toe[®]
baby wash



Large micelles increase mildness

1. Lavender T, et al. Infant skin-cleansing product versus water: A pilot randomized, assessor-blinded controlled trial. BMC Pediatrics. 2011;11:35.

Bath time is the ideal opportunity to ensure healthy skin and developmental benefits

A simple 2-step daily routine can help promote the development of healthy baby skin.¹

A 2-step daily routine strengthens baby's first line of defense¹

**Step 1
Cleanse**



Clean skin with water and cleanser specially-formulated for baby's delicate skin

**Step 2
Protect**



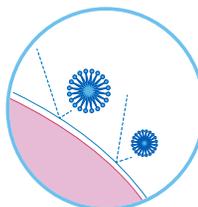
Moisturise with a product specially formulated to protect and enhance baby's skin barrier

CLEANSE + PROTECT = PREVENT + THRIVE

Keep baby's skin healthy with this daily routine

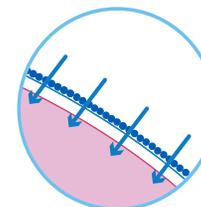
Healthy skin is a part of ensuring baby's overall health

Prevent



Help prevent the risk of pathogens penetrating the skin by cleansing and applying emollient products that strengthen and enhance the skin barrier

Thrive



Baby will benefit from a protective massaging routine using a moisturizer while helping baby's development²

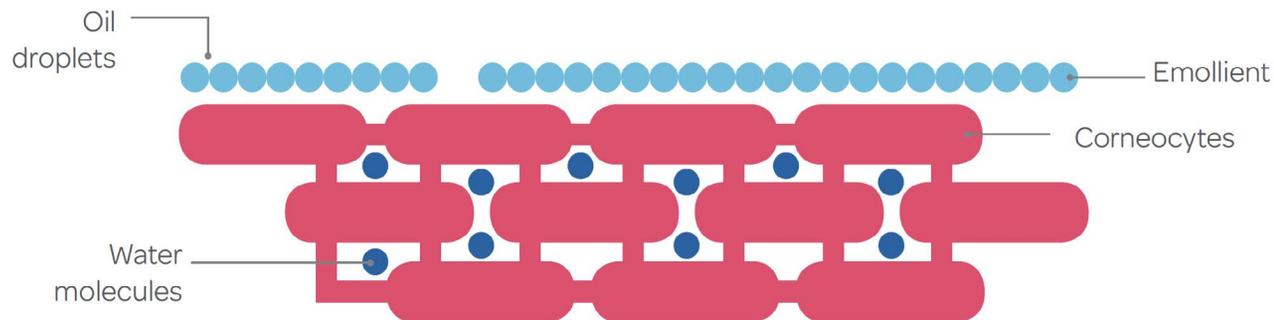
1. Stamatias, G.N. et al. (2012). Skin barrier protection. Dermatology research and practice, 2012.

2. Winter P. 2010. Early Childhood Services, Department of Education and Children Services, South Australia. Engaging Families in the Early Childhood Developmental Story. Neuroscience and early childhood development: Summary of selected literature and key messages for parenting: 1-50.

Emollients can strengthen and enhance the health of baby skin, reducing the risk of pathogens penetrating the skin.⁵

Many studies have reported improved skin condition and reduced rates of transepidermal water loss, a more precise surrogate measure of skin barrier function.⁵

Emollients create a partially occlusive barrier between the skin and air, reducing transepidermal water loss: (TEWL).



Smoothens and softens the skin, usually via occlusion

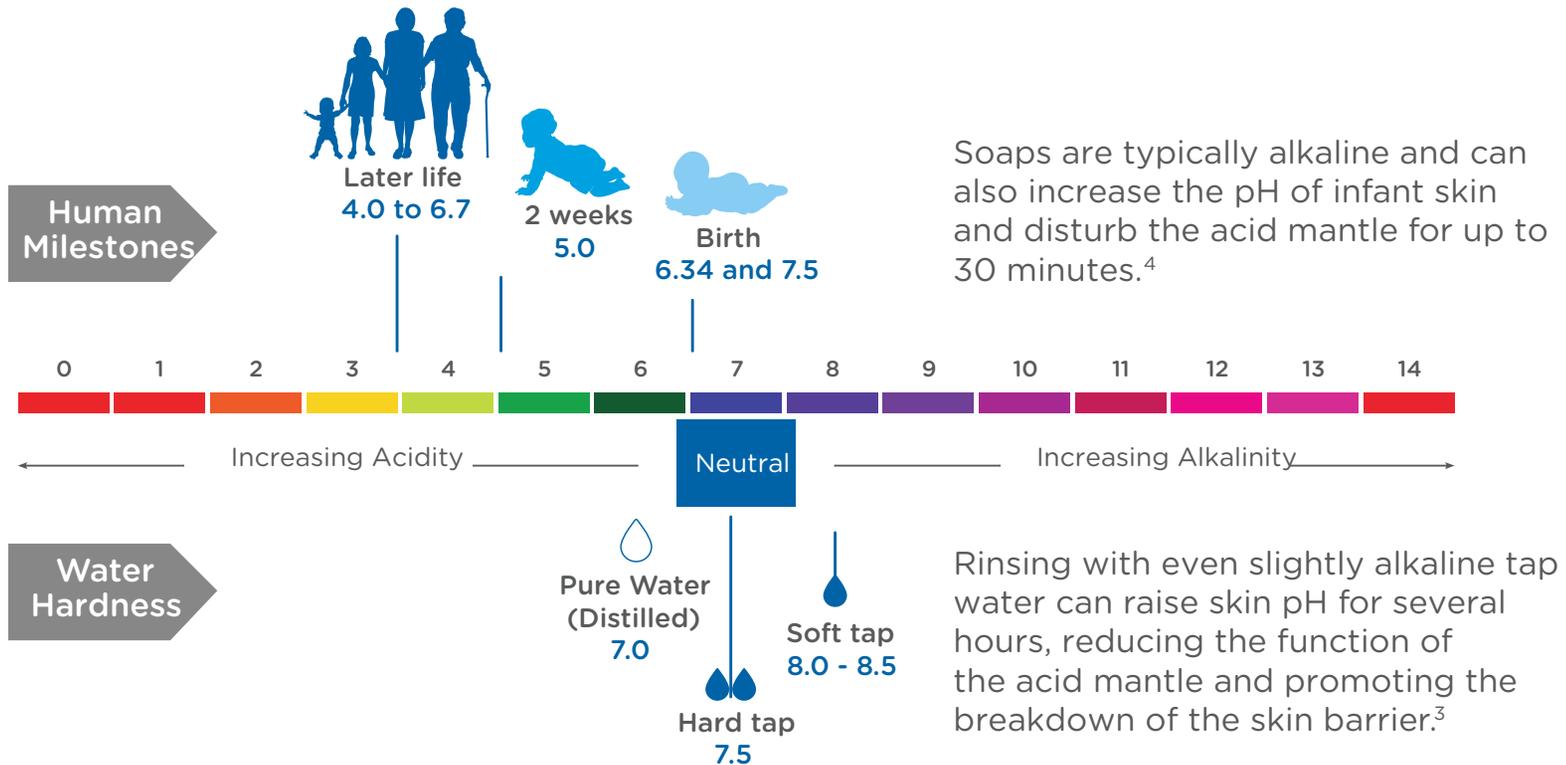
1. Telofski LS, et al. The infant skin barrier: can we preserve, protect, and enhance the barrier? *Dermatol Res Pract.* 2012;2012:198789.
2. Kraft, J.N. & Lynde, C.W. (2005). Moisturizers: what they are and a practical approach to product selection. *Skin Therapy Lett.* 10(5), 1-8.
3. Simpson EI, et al. Emollient enhancement of the skin barrier from birth offers effective atopic dermatitis prevention. *J Allergy Clin Immunol.* 2014 Oct; 134(4): 818-823.
4. Jiang SJ, et al. Examination of the mechanism of oleic acid-induced percutaneous penetration enhancement: an ultrastructural study. *Biol Pharm Bull.* 2003 Jan;26(1):66-8.
5. Darmstadt GL, et al. Effect of topical emollient treatment of preterm neonates in Bangladesh on invasion of pathogens into the bloodstream. *Pediatr Res.* 2007 May;61(5 Pt 1):588-93.

Why is the skin's PH level important?

At birth, skin surface in full-term new-borns has a neutral pH (6.34-7.5), which falls in the first 2-weeks of life and becomes more acidic at pH 5.0, similar to the skin surface pH of 4.0-6.7 found in adults.¹

At birth, skin is more vulnerable to dryness and compromised to skin irritation due to the neutral pH (6.34 - 7.5). When pH starts to turn acidic, the skin is better protected.²

pH Scale measures the acidity or alkalinity of a substance



A mild cleanser can help restore the pH balance on baby skin

1. Telofski LS, et al. The infant skin barrier: can we preserve, protect, and enhance the barrier? *Dermatol Res Pract.* 2012;2012:198789.
2. Lavender T, et al. Infant skin-cleansing product versus water: A pilot randomized, assessorblinded controlled trial. *BMC Pediatrics.* 2011;11:35.
3. Ewence A, Rumsby P, Rockett L, et al. (2011) A review of skin irritation and tap water quality. Drinking Water inspectorate report. Available at: <http://dwi.defra.gov.uk/research/completedresearch/reports/dwi70-2-257.pdf>
4. Blume-Peytavi U, et al. Skin care practices for newborns and infants: review of the clinical evidence for best practices. *Pediatr Dermatol.* 2012 Jan-Feb;29(1):1-14.

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