

Aveeno®

THE POWER OF OAT FOR SENSITIVE SKIN



baby



A WIDE RANGE OF OPTIONS FOR EVERY BABY’S NEED

SKIN TYPE	NORMAL TO DRY SKIN	DRY TO VERY DRY, ITCHY SKIN	ECZEMA PRONE SKIN
THEIR PRIMARY COMPLAINT	Everyday protection against dry skin for baby’s delicate skin.	Skin is very dry, sensitive and often itchy.	Skin is intensely dry and may be irritated, with red, itchy areas.
SECONDARY COMPLAINT	A product that can strengthen the skin barrier and keep baby’s skin soft, smooth and feeling healthy.	Needs to relieve, help protect & restore essential moisture to dry sensitive skin.	Used several products but found many of them greasy or oily.
WHAT DO THEY WANT	A non-greasy product that absorbs fast and offers long-lasting hydration.	A product that will not irritate delicate skin, is unscented and pH-balanced	A product that leaves skin feeling soothed and moisturised for longer and can prevent flare ups of intense dryness.
WHAT HAVE THEY DONE SO FAR	Shopped around, but are confused with all the options available.	Shopped around but are confused about what features they should consider in a product.	Tried a number of products, but not sure what specific benefits to look out for.
RECOMMENDATION	AVEENO® BABY DAILY CARE RANGE	AVEENO® BABY SOOTHING RELIEF RANGE	AVEENO® BABY DERMEXA RANGE

OPTIONS FOR A COMPLETE ROUTINE




	NORMAL TO DRY SKIN AVEENO® BABY DAILY CARE RANGE	DRY TO VERY DRY, ITCHY SKIN	ECZEMA PRONE SKIN
WASH	<div></div> <div>AVEENO® Baby Daily Care Hair & Body Wash</div> <div>400 ml</div>	<div></div> <div>AVEENO® Baby Soothing Relief Emollient Wash</div> <div>250 ml</div>	<div></div> <div>AVEENO® Baby Dermexa Moisturising Wash</div> <div>250 ml</div>
LOTION	<div></div> <div>AVEENO® Baby Daily Care Moisturising Lotion</div> <div>250 ml</div>		
CREAM		<div></div> <div>AVEENO® Baby Soothing Relief Emollient Cream</div> <div>150 ml</div>	<div></div> <div>AVEENO® Baby Dermexa Emollient Cream</div> <div>150 ml</div>



HIGH QUALITY OATS

We carefully select high quality oats to preserve their protective, moisturising and soothing properties.

AVEENO® DAILY MOISTURISING RANGE

 KEY BENEFIT	AVEENO® Baby Daily Care Hair & Body Wash	AVEENO® Baby Daily Care Moisturising Lotion
		
	Gently cleanses and nourishes baby's delicate hair and skin from top to toe, leaving skin feeling moisturised	Nourishing formula, clinically proven to moisturise baby skin for a full 24 hours and protect it from dryness
	KEY INGREDIENT	Prebiotic oatmeal
	SKIN TYPE	For sensitive skin, suitable for newborns
ADDITIONAL BENEFITS	Gentle formula designed to preserve baby skin, formulated with high-quality oats. Suitable for newborns, as well as for eczema prone skin Tear-free Gentle fragrance pH-balanced Free from dyes, sulphates and soap Paediatrician & Dermatologist tested	It helps to strengthen baby skin barrier and to keep baby's skin soft, smooth and feeling healthy. Formulated with colloidal oatmeal, known as a prebiotic with the ability to support the growth of microorganisms naturally found in baby's skin microbiome* and it helps to strengthen baby skin barrier. Non-greasy, fast-absorbing formula Suitable for daily use on the body and face. Suitable for newborns and eczema prone skin. Unscented pH-balanced Free from dyes Paediatrician & Dermatologist tested
	FORMAT	Bottle with pump
SIZE	400 ml	250 ml

* *in vitro* test

AVEENO® BABY SOOTHING RELIEF RANGE

	AVEENO® Baby Soothing Relief Emollient Wash	AVEENO® Baby Soothing Relief Emollient Cream
		
KEY BENEFIT	Gently cleanse to leave dry, sensitive skin feeling hydrated for 24 hours	Clinically proven to soothe dry sensitive skin and to moisturise for 24 hours
KEY INGREDIENT	Natural Oatmeal, Oat oil & Vitamin E	Natural oat oil & vitamin E
SKIN TYPE	Dry & sensitive skin prone to itchiness	Dry & sensitive skin prone to itchiness
ADDITIONAL BENEFITS	Enriched with vitamin E and 100 % pure oat oil, the wash is blended into a rich creamy lather. Clinically proven to gently cleanse, the formula soothes and helps relieve dry sensitive skin prone to itchiness. Tear-free Unscented pH-balanced Paediatrician & Dermatologist tested	Provides triple skin benefits: relieves, helps protect & restores essential moisture to dry sensitive skin. Leaves skin feeling smooth, soft and healthy. Suitable for little ones with dry, sensitive skin prone to irritation. Unscented Free from dyes pH-balanced High tolerance formula Paediatrician & dermatologist tested
FORMAT	Bottle with cap	Tube
SIZE	250 ml	150 ml

AVEENO® BABY DERMEXA RANGE

	AVEENO® Baby Dermexa Moisturising Wash	AVEENO® Baby Dermexa Emollient Cream
		
KEY BENEFIT	Clinically proven to cleanse and soothe very dry itchy skin and preserve the skin moisture barrier	Clinically proven to soothe very dry, itchy skin and help strengthen the skin's moisture barrier. Helps to reduce flare-ups of very dry skin
KEY INGREDIENT	Double oatmeal concentration* & ceramides	Triple oat complex & ceramides
SKIN TYPE	Very dry, itchy skin, skin prone to eczema	Very dry, itchy skin, skin prone to eczema
ADDITIONAL BENEFITS	Gently cleanses, leaving baby's skin feeling comfortable, while helping to protect delicate skin from dryness. Contains oatmeal, a skin prebiotic that supports the growth of micro-organisms naturally found in the skin microbiome**. Tear-free Unscented Free from soap & dyes pH-balanced Paediatrician & dermatologist	The formula helps to strengthen the skin barrier function and helps to improve the skin's natural microbiome balance for healthy looking, more resilient skin from Day 1. Unscented Free from dyes pH-balanced Paediatrician & Dermatologist tested
FORMAT	Bottle with cap & Carton	Tube & Carton
SIZE	250 ml	150 ml

* vs Aveeno® Baby Daily Care Hair & Body Wash

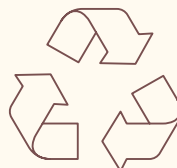
***in vitro* test

OUR EFFORT FOR THE PLANET



RECYCLABLE BOTTLE *

Bottle made from
50 % recycled plastic



RECYCLABLE CARTON AND TUBE *

Tube made from
40 % recycled plastic,
excluding cap



* Where facilities exist, excluding cap

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Consumer Care Contact Centre

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