

# Aveeno®

## THE POWER OF OAT FOR SENSITIVE SKIN



# THE POWER CONTAINED IN OATS

Discover the multifunctional ingredients of whole oat grain, rich in lipids and proteins. <sup>1,2</sup>

**Beta-glucans** have potent water-holding properties. <sup>3</sup>

**Avenanthramides & Polyphenols** with anti-irritant action to reduce skin redness, and antioxidant action to protect skin against UVA damage. <sup>2,3</sup>

**Oat lipids** reduce water loss and restore the permeability of the skin barrier. <sup>3</sup>

**Vitamin E** with strong antioxidant action to protect skin against UV damage, and act as an anti-irritant. <sup>2,3</sup>

**Proteins and polysaccharides** form a protective barrier over the skin, reducing transepidermal water loss (TEWL). <sup>4</sup>

## Cleanse

Acts as a soap to gently cleanse without drying. <sup>2</sup>

## Moisturise

Locks in moisture to dehydrated skin. <sup>2</sup>

## Protect

Create a protective film on the surface of the skin. <sup>2</sup>

## Soothe

Soothing action on irritated skin. <sup>2</sup>

# A WIDE RANGE OF OPTIONS TO SUIT YOUR PATIENTS' NEEDS





SKIN TYPE	NORMAL TO DRY SKIN	DRY TO VERY DRY, ITCHY SKIN	ECZEMA PRONE SKIN
THEIR PRIMARY COMPLAINT	Skin that is slightly dry and that needs daily moisturising.	Skin is very dry, sensitive and often itchy.	Skin is intensely dry and may be irritated, with red, itchy areas.
SECONDARY COMPLAINT	Needs an unscented moisturiser that is pH-balanced.	Looking for all-day hydration and a product that makes the skin barrier stronger.	Needs a product that can both soothe dry skin and prevent flare ups of intense dryness.
WHAT DO THEY WANT	A non-greasy product that absorbs fast and offers long-lasting hydration.	A product that is quickly absorbed into the skin, and that does not feel greasy	A product that is unscented, balances pH and is proven to moisturise and soothe.
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® DAILY MOISTURISING	AVEENO® SKIN RELIEF	AVEENO® DERMEXA



# OPTIONS FOR A COMPLETE ROUTINE

	NORMAL TO DRY SKIN	DRY TO VERY DRY, ITCHY SKIN	ECZEMA PRONE SKIN
WASH	<div></div> <div>AVEENO® Daily Moisturising Body Wash</div> <div>300 ml</div>	<div></div> <div>AVEENO® Skin Relief Body Wash</div> <div>300 ml</div>	<div></div> <div>AVEENO® Dermexa Daily Emollient Body Wash</div> <div>300 ml</div>
LOTION	<div></div> <div>AVEENO® Daily Moisturising Body Lotion</div> <div>300 ml</div>	<div></div> <div>AVEENO® Skin Relief Moisturising Lotion</div> <div>300 ml</div>	
CREAM	<div></div> <div>AVEENO® Daily Moisturising Body Cream</div> <div>100 ml</div>		<div></div> <div>AVEENO® Dermexa Daily Emollient Cream</div> <div>200 ml</div>
HAND		<div></div> <div>AVEENO® Skin Relief Moisturising Hand Cream</div> <div>75 ml</div>	

# AVEENO® DAILY MOISTURISING RANGE

	AVEENO® Daily Moisturising Body Wash	AVEENO® Daily Moisturising Body Lotion	AVEENO® Daily Moisturising Cream
			
KEY BENEFIT	Gently cleanses without drying	Clinically proven to hydrate for 48 hours *	Clinically proven to moisturise skin for 24 hours
KEY INGREDIENT	Soothing colloidal oatmeal	Nourishing oat	Nourishing oat
SKIN TYPE	Normal to dry, sensitive skin	Normal to dry, sensitive skin	Normal to dry, sensitive skin
ADDITIONAL BENEFITS	Leaves skin clean, soothed and nourished Soap free Dermatologist tested	Leaves skin feeling soothed and comfortable. Helps support the growth of healthy skin microorganisms and boosts lactic acids, a natural moisture factor. Non-greasy Fast-absorbing Non-comedogenic Unscented Dermatologist tested	Rich, creamy, non-greasy formula helps prevent, protect and nourish dry skin Unscented Dermatologist tested
FORMAT	Bottle with cap	Bottle with pump	Tube + carton
SIZE	300 ml	300 ml	100 ml

\*After 4 weeks of continuous use

# AVEENO® SKIN RELIEF RANGE

	AVEENO® Skin Relief Body Wash	AVEENO® Skin Relief Moisturising Lotion	AVEENO® Skin Relief Moisturising Hand Cream
			
KEY BENEFIT	Clinically proven to cleanse without drying	Clinically proven to intensely hydrate for 72h** and skin feels moisturised even after washing	Clinically proven to instantly hydrate for 72h** and skin feels nourished even after washing
KEY INGREDIENT	Soothing Triple Oat Complex	Soothing Triple Oat Complex & Shea Butter	Soothing Triple Oat Complex and Shea Butter
SKIN TYPE	Very dry and sensitive skin	Very dry and sensitive skin	Very dry and tight skin
ADDITIONAL BENEFITS	Helps maintain skin's natural microbiome balance for more resilient skin, when used with Aveeno® Skin Relief Moisturising Lotion as a regimen. Unscented Soap free Hypoallergenic*	Helps relieve very dry and tight skin, leaves skin feeling soothed and moisturised. Strengthens protective barrier and supports skin's natural ceramide production. Helps support the growth of healthy skin microorganisms and boosts lactic acids, a natural moisture factor.	Helps relieve very dry and tight skin, leaves skin feeling soothed and moisturised. Strengthens protective barrier and supports skin's natural ceramide production. Fast-absorbing Non-greasy
FORMAT	Bottle with cap	Bottle with pump	Tube
SIZE	300 ml	300 ml	75 ml

\*Formulated to minimise the risk of allergies  
\*\* after 4 weeks of continuous use

# AVEENO® DERMEXA RANGE

	AVEENO® Dermexa Daily Emollient Body Wash	AVEENO® Dermexa Daily Emollient Cream
		
	<b>KEY BENEFIT</b>	Clinically proven to gently cleanse without drying and leaves the skin feeling soothed and nourished
	<b>KEY INGREDIENT</b>	Soothing Triple Oat Complex & Ceramides
	<b>SKIN TYPE</b>	Very dry, itchy, sensitive and eczema prone skin
	<b>ADDITIONAL BENEFITS</b>	Helps form a protective barrier, drawing moisture into the skin pH rebalancing Unscented
	<b>FORMAT</b>	Tube + carton
	<b>SIZE</b>	200 ml

	<b>KEY BENEFIT</b>	Clinically proven to help prevent flare ups of intense skin dryness, and moisturises and protects very dry itchy skin, for immediate comfort
	<b>KEY INGREDIENT</b>	Soothing Triple Oat Complex & Ceramides
	<b>SKIN TYPE</b>	Very dry, itchy, sensitive and eczema prone skin
	<b>ADDITIONAL BENEFITS</b>	Soothes and nourishes very dry itchy skin Soap free
	<b>FORMAT</b>	Bottle with cap
	<b>SIZE</b>	300 ml

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## References:

1. Nebus J, Nollent V, Wallo W. New Learnings on the Clinical Benefits of Colloidal Oatmeal in Atopic Dermatitis. The Dermatologist – Supplement October 2012.
2. Kurtz ES, Wallo W. Colloidal oatmeal: History, chemistry and clinical properties. Journal of Drugs in Dermatology. 2007;6(2):167-169.
3. Allais B, Friedman A. Colloidal Oatmeal Part I: History, Basic Science, Mechanism of Action, and Clinical Efficacy in the Treatment of Atopic Dermatitis. JDD 2020;19(10):S4-S7.
4. Cerio R, Dohil M, Downie J, et al. Mechanism of action and clinical benefits of colloidal oatmeal for dermatologic practice. JDD 2010;9(9):1116-1110.