



# Aveeno®

## Aveeno®: Leaders in Oat Science for Sensitive Skin

Discover the power of oat for itchy, dry skin with Aveeno®. For over 80 years, Aveeno® has pioneered oat-based skincare for sensitive skin. Soothe and moisturize itchy, dry, sensitive skin with the Aveeno® Skin Relief collection made with Triple Oat®, a blend of oat flour, oat extract and oat oil. Skin Relief moisturizers provide clinically proven soothing relief while restoring your skin's natural moisture barrier.

**Our Triple Oat® technology helps strengthen the skin barrier & soothe the skin**



- **Soothing oat extract** helps calm irritation.
- **Nourishing oat flour** helps attract and hold moisture.
- **Barrier-strengthening oat oil** helps reinforce the skin barrier and reduce moisture loss.

Together, these oat components support soothing, hydration and barrier defense for healthier-looking skin and long-lasting moisture.

## NEW! Aveeno® Skin Relief Healing Ointment

### Key ingredients

Petrolatum alternative formula

#### Triple Oat®

Known to help support skin's essential elements: hyaluronic acid, ceramides, proteins



#### Glycerin Skin Protectant

Helps prevent and temporarily protects and helps relieve chafed, chapped or cracked skin and lips

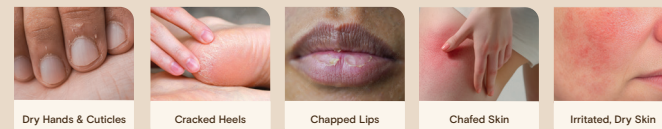


#### Shea Butter

Helps achieve velvety-soft, smooth skin



## Clinically tested multibenefit skincare solution



Scan to learn more about Aveeno® Skin Relief Healing Ointment



# The Dry Skin Care Companion

Your guide to understanding and soothing itchy, dry skin





## Common Locations

- Feet: Particularly on the heels, balls of the feet and between the toes, often due to a build-up of dead skin or moisture from sweating.
- Hands: Around the knuckles or other areas prone to dryness and irritation.
- Lips: Where the skin is naturally thin and susceptible to cracking.

## Causes

- Fragrance
- Hard water
- Soap/chemicals
- Medication interactions
- Stress
- Environment (winter, pollution)
- Sun damage
- Underlying medical conditions (diabetes, pre-existing skin conditions)

## To help soothe itchy skin, experts recommend the following tips:

- Try to avoid the things that make you itch**  
This could be wool clothing, an overly warm room, too many hot baths or exposure to harsh cleansers.
- Apply a cold, wet cloth or ice pack to the skin that itches**  
Do this for about 5 to 10 minutes or until the itch subsides.
- Take an oatmeal bath**  
This can be very soothing, especially for blisters or oozing skin due to due to poison ivy, oak, sumac, rashes, insect bites, and eczema
- Moisturize daily**  
Apply a hypoallergenic and fragrance-free moisturizer at least once a day.
- Use creams, lotions or gels that soothe and cool the skin**  
If your skin is itchy and red, your doctor may recommend short-term use of a nonprescription corticosteroid cream on the affected areas.
- Use a humidifier**  
Use a humidifier to add much-needed moisture to the air and help prevent your skin from drying out.

## Dry Skin Care

Winning the battle against dry skin can be tough, but perseverance is key. The first step is to add moisture back. If your skin is extra dry, you'll likely do better with a richer cream or balm rather than a lotion. Start by choosing a gentle, yet effective cleanser that leaves your skin feeling soft and clean, never dry or tight.

The best moisturizers for dry skin treatment are those that have a combination of moisturizing ingredients that relieve itchy, dry skin, prevent loss of water and restore skin hydration. Ingredients that help soothe dry skin include oat, dimethicone, and glycerin.

## Aveeno® Skin Relief Collection

Therapeutic moisture, clinically proven to soothe itchy, dry skin

	CLEANSE	MOISTURIZE	HEAL (AM/PM)	NOURISH (PM)
	Aveeno® Skin Relief Body Wash	Aveeno® Skin Relief Moisturizing Lotion	Aveeno® Skin Relief Healing Ointment	Aveeno® Skin Relief Moisture Repair Cream
Product Format	Wash	Lotion	Ointment	Cream
Hero Ingredients	Triple Oat®	Dimethicone, Triple Oat®, Shea Butter and Glycerin	40% Glycerin (active) Triple Oat® and Shea Butter	Triple Oat® and Shea Butter
Body Part Usage	Body	Body	Body, Face, Lips, Cuticles	Body
Benefits	Leaves itchy, dry skin feeling soothed and moisturized	Soothes, moisturizes, helps heal dry skin with 72-hour moisture	Repairs and protects, heals dry skin with 72-hour moisture, provides cold weather protection	Provides soothing relief for itchy, dry skin

Scan to shop Aveeno® Skin Relief

