Aveeno®

DERMATOLOGIST RECOMMENDED BRAND · LEADER IN OAT SCIENCE

Clinical Benefits Of

Colloidal Oatmeal in Adult Atopic Dermatitis

Atopic dermatitis is a common, relapsing inflammatory skin disorder characterized by genetic abnormalities in the skin barrier via mutations in filaggrin, deficiencies in ceramides and cathelicidins, immunologic disturbances with a shift toward the Th-2 inflammatory pathway, and an elevation in serum immunoglobulin (IgE) levels.[1]

The Stats:

Atopic dermatitis (AD) affects up to 20% of children and 10% of adults worldwide.[2-3]

AD has the highest disease burden among skin diseases[3]

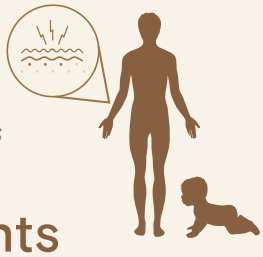
91% of patients experience itching on a daily basis[4]

AD costs are estimated at over $5 billion dollars annually in patient visits, lost productivity and reduced quality of life.[5-8]

US FDA Approved Recognized Skin Protectant

The clinical benefits of colloidal oatmeal in atopic dermatitis have been demonstrated through extensive research across diverse patient populations and clinical applications. Colloidal oatmeal is the only single skin protectant OTC active ingredient that can claim to temporarily protect and help relieve symptoms of eczema minor skin irritation and itching due to eczema as recognized by the US FDA OTC Monographs.[9-11]

30+
Clinical Studies



3000+ patients
with dry and/or compromised skin[12]

Pivotal Study

Clinically proven to improve microbiome diversity, skin moisture barrier and disease severity in adults with mild to moderate AD[13]

Effects of Colloidal Oatmeal Topical Atopic Dermatitis Cream on Skin Microbiome and Skin Barrier Properties. Journal of Drugs and Dermatology 2020

Purpose

Evaluate the efficacy of a 1% colloidal oatmeal cream and a non-fragranced standard moisturizer on the skin microbiome, skin barrier function, skin hydration and skin pH of patients with mild-to-moderate eczema.

Design

61 patients
aged 16 to 50 years old who experienced a recent itch flare-up (determined by VAS) and one target lesion with an ADSI score of 6-12 and a moderate erythema and pruritis subscore

2 week
treatment period, followed by a 1-week regression period

Pivotal Study Results

Significant improvements in microbial diversity, skin pH, skin barrier function, skin hydration and disease severity

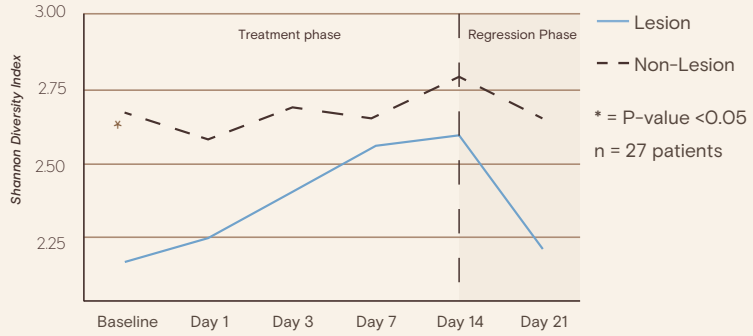
At baseline, lesional skin had a higher pH, TEWL, and lower skin hydration than non-lesional skin.

For subjects treated with Colloidal Oatmeal Cream, disease severity and itch significantly improved from baseline throughout the 14-day treatment. Both lesional and non-lesional skin had significant increases in hydration and microbial diversity as well as reduced pH and TEWL.

In comparison, the standard moisturizer provided no significant improvements in pH, TEWL or microbial diversity – only improved hydration.

Significant improvements in microbial balance

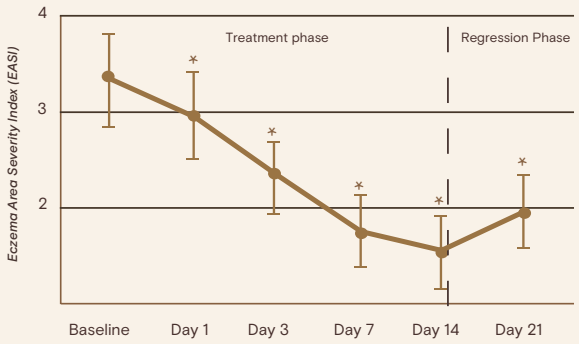
Change in Microbial Diversity Over Time



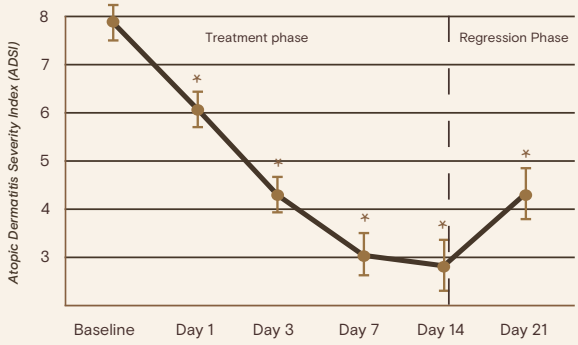
*of subjects showed an improvement in Eczema Area and Severity (EASI) scores by Day 3**

*of subjects showed significant improvement in Atopic Dermatitis Severity Index (ADSI) scores by Day 3**

Significant improvement in AD disease severity from Day 1 with 50% improvement after 14 days



Significant improvement in lesion extent and severity from Day 1 with 54% improvement at 14 days



— Colloidal Oatmeal Cream *p<0.05 vs Baseline

n=31 patients 16-50 years of age with mild to moderate atopic dermatitis that experienced a recent flare-up.

of subjects showed improvement in dryness, roughness and itch Day 1 with a 61% improvement in itch severity after 14 days*

of subjects showed improvement in itchy, dry skin by Day 3 with 54% improvement in itchy, dry skin after 14 days*

**statistically significant improvement* *n=31*

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