



80 Years of Authority in Oat Science

with over **80** published studies and over **30** clinical tests with more than **3,000** patients



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Evidence in Action

Clinical research and dermatologist insights supporting Aveeno® oat efficacy

Oats in Skincare



JDD Oats in Skincare Resource Center

A variety of evidence-based educational resources discussing the role of colloidal oatmeal in managing cutaneous conditions



Oats, The Natural Maestro of Skin Symphony

Friedman A, Chovatiya R, Health C. JDD Multimedia. 2025.



Anti-Inflammatory Activities of Colloidal Oatmeal

Reynertson KA, Garay M, Nebus J, et al. J Drugs Dermatol. 2015



Ceramide Synthesis Induced by an Oat Lipid Extract

Chon SH, Tannahill R, Yao X, Southall MD, Pappas A. Exp Dermatol. 2015



Dry, Itchy Skin



A Randomized Controlled Clinical Study To Evaluate The Effectiveness of an Active Moisturizing Lotion with Colloidal Oatmeal Skin Protectant Versus its Vehicle for The Relief of Xerosis
Kalaaji AN, Wallo W. J Drugs Dermatol. 2024



Open-label Study: Over-the-counter Oat Flour/Oat Oil/Oat Extract-Containing Lotion with Avendantramides for Sensitive Skin and Psoriasis
Hubert K, Lisante TA, J Drugs Dermatol. 2024



Colloidal Oatmeal Emollient as an Alternative Skincare Approach in Radiotherapy: A Feasibility Study.
Rudge R. Journal of Radiotherapy in Practice. 2016.



Eczema-Prone Skin



Cost and Effectiveness of Prescribing Emollient Therapy for Atopic Eczema in UK Primary Care in Children and Adults
Moncrieff, G., Lied-Lied, A., Nelson, G et al. BMC Dermatology. 2018.



Early Initiation of Short-term Oat-based Emollient Use for The Prevention of Atopic Dermatitis
Ni Chaoimh C, Lad D, Nico C, et al. European Journal of Allergy and Clinical Immunology. 2023.



Effects of Colloidal Oatmeal Topical Atopic Dermatitis Cream on Skin Microbiome and Skin Barrier Properties
Capone K, Kirchner F, Klein SL, Tierney NK. J Drugs Dermatol. 2020.



“ The fact that a simple topical agent could produce such spectacular benefit where more complex therapies have failed is an important one to highlight. In an age when biologics and ever more expensive treatments are consistently being championed in dermatology and other specialties, it would be a great pity if this inexpensive approach to relieving distressing symptoms in patients with advanced malignancy were to be overlooked. ”

-Talsania N, Loffeld A, Orpin SD. Colloidal oatmeal lotion is an effective treatment for pruritus caused by erlotinib. *Clinical and Experimental Dermatology*. 33(1)

