

How to Manage Eczema

While there is no single solution for coping with eczema, symptoms of eczema can be managed by identifying and avoiding the things that may cause itchy, dry skin flare-ups and establishing a daily skincare routine.

Frequent use of moisturizers for eczema are considered first-line therapy for the symptoms of eczema. Healthy skin has a strong outer barrier that holds moisture in and defends against everyday irritants. In eczema-prone skin, this barrier is compromised, which can lead to dryness, sensitivity, persistent itch and rough, irritated patches.

Because of this weakened barrier, eczema care focuses on relief, moisturization and soothing—every day, not just during itchy, dry skin flare-ups.

Daily Routine for Eczema-Prone Skin

1. Cleanse gently with a fragrance-free cleanser or oatmeal bath
2. Moisturize morning and night, especially after bathing
3. Treat areas prone to itchy, dry skin flare-ups with specialized prescription or OTC products

Eczema Triggers

Understanding your personal triggers can help reduce flare-ups and improve skin comfort.

Common triggers include:



Weather extremes and humidity



Certain skin care products, soaps, or detergents



Smoke and pollutants



Stress or emotional health



Certain fabrics



Allergies



At Aveeno[®], Eczema is Our Expertise.

For over 80 years, Aveeno[®] has pioneered oat-based skincare for sensitive and eczema-prone skin – transforming a humble grain into a skincare superhero.

Aveeno[®] Eczema Therapy collection is backed by science and designed specifically for eczema-prone skin. Our products are formulated with colloidal oatmeal, the ONLY over-the-counter skin-protectant active ingredient recognized by the FDA for the relief of eczema symptoms. This ingredient is highly effective for relieving eczema symptoms, with studies showing that a 1% colloidal oatmeal cream is clinically proven to be as effective as a prescription barrier cream¹.

Aveeno[®] was the first brand to develop skincare products made with colloidal oatmeal—and we've continued to invest in clinical research ever since. With over 80 publications, 30 clinical studies, and thousands of patients, our leadership in oat science helps us create innovative, effective formulas you can trust to care for your skin.



Scan to learn more

1. Lisante TA, Nuñez C, Zhang P. Efficacy and safety of an over-the-counter 1% colloidal oatmeal cream in the management of mild to moderate atopic dermatitis in children: a double-blind, randomized, active-controlled study. *J Dermatolog Treat.* 2017;28(7):659-667. doi:10.1080/09546634.2017.1303569

Aveeno[®]

The Eczema Care Companion

Your guide to understanding and relieving eczema-prone skin





What is eczema?

Eczema is a term used to describe a group of conditions associated with dry, itchy and inflamed skin. Atopic dermatitis is the most common and chronic form of eczema, often starting in infancy or early childhood, but it can persist into adulthood or develop later in life.

Atopic dermatitis affects the skin's ability to retain moisture, which can lead to irritation and itchy, dry skin flare-ups. While eczema can be uncomfortable and emotionally taxing, effective treatments and skincare routines can help manage symptoms.

Using products formulated for sensitive or eczema-prone skin — such as those with colloidal oatmeal — can help soothe itching, reduce dryness and support the skin's natural moisture barrier.

Did you know?

Around **31.6 million** people in the U.S. (roughly 10% of the population) have some form of eczema.*

What causes eczema?





Eczema can develop for several reasons, and triggers vary from person to person. Common factors include:

- **Immune response:** The immune system may overreact to certain triggers, causing skin inflammation
- **Genetics:** A family history of eczema, asthma or allergies can increase risk
- **Environmental triggers:** Weather changes, irritants or allergens can worsen symptoms

*National Eczema Association

Aveeno® Eczema Therapy Collection

Soothing relief for eczema-prone skin

	Cleanse	Moisturize (AM/PM)	Moisturize (PM)	Treat
				
Product Format	Soothing Bath Treatment	Eczema Therapy Cream	Eczema Therapy Nighttime Itch Relief Balm	Eczema Therapy Rescue Relief Treatment Gel Cream
Hero Ingredients	100% Colloidal Oatmeal	1% Colloidal Oatmeal	1% Colloidal Oatmeal	2% Colloidal Oatmeal
Benefits	Relieves itchy, irritated skin due to eczema	Soothes and relieves itchy, dry, irritated skin due to eczema while strengthening the skin moisture barrier	Relieve itchy, dry, irritated skin due to eczema	Instantly calms and cools itchy, dry skin flare-ups

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Eczema Therapy

