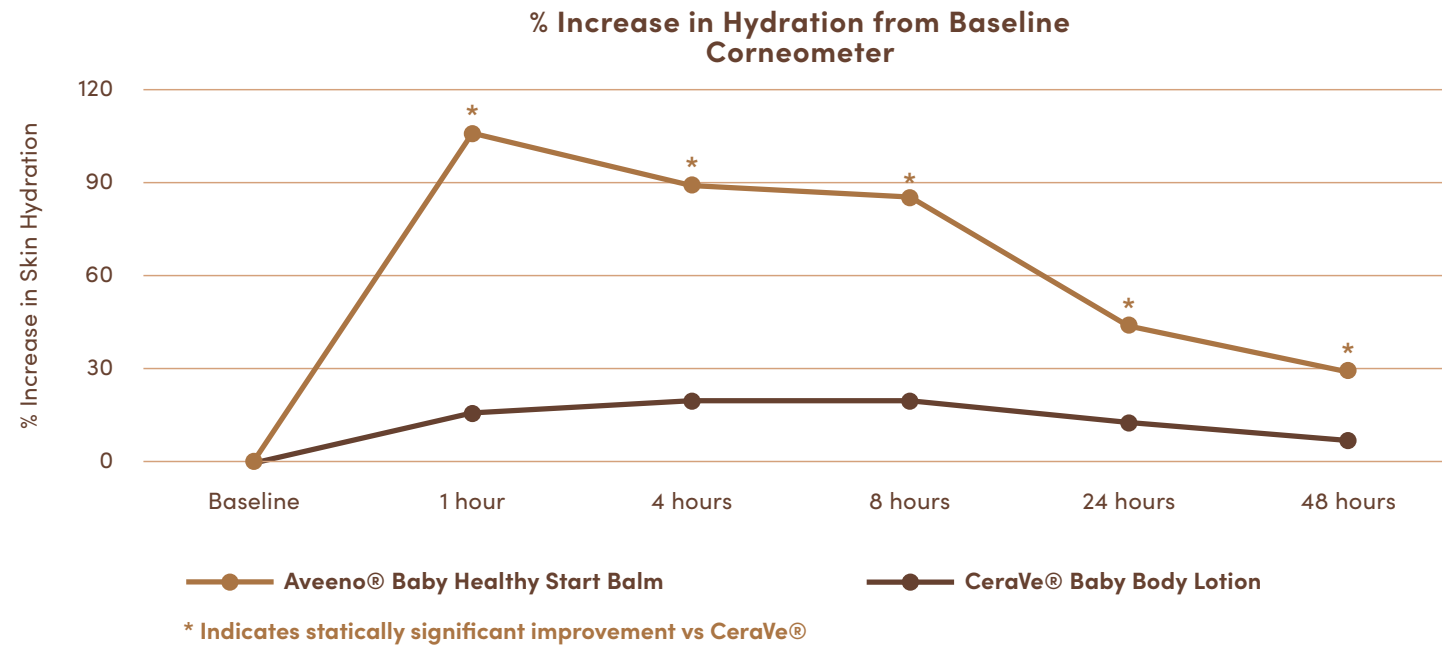


Aveeno® Baby Healthy Start Newborn Balm: 48 Hour Competitive Moisture Study

4x more moisturizing for a stronger skin barrier than CeraVe® Baby Lotion



CLINICAL METHODOLOGY

- **Products:** Aveeno® Baby Healthy Start Newborn Balm & CeraVe® Baby Moisturizing Body Lotion
- **Study Design:** Single application of product to volar forearm with defined dry skin (corneometric value less than or equal to 35 a.u.)
- **Evaluation Timepoints:** Baseline, 1Hr, 4Hr, 8Hr, 24Hr, 48Hr
- **Evaluations:** Clinical Grading of Efficacy & Bioinstrumentation [Hydration and Barrier]

Clinical Outcomes:

- Immediate & sustained **4x more moisturizing** than CeraVe® Baby Body Lotion, for up to 48 hours
- **Strengthens moisture barrier** more than CeraVe® Baby Body Lotion
- Subjects saw **100% immediate improvement** in skin dryness and roughness

Based on a moisturization clinical study of 58 adults, after 1-hour, 4-hours, 8-hours, 24-hours, and 48-hours, single application of balm on dry skin