

# CLINICAL TRIAL TO EVALUATE THE EFFICACY OF AVEENO® BABY ECZEMA THERAPY NIGHTTIME BALM IN THE MANAGEMENT OF MILD TO MODERATE ATOPIC DERMATITIS IN INFANTS AND TODDLERS<sup>1</sup>

## OBJECTIVE:

To evaluate the efficacy of an over-the-counter (OTC) colloidal oatmeal skin protectant balm in children with mild-to-moderate atopic dermatitis (AD) and sleep disturbances.

## STUDY DESIGN:

Seventeen patients between the ages of six and forty-seven months with mild to moderate atopic dermatitis, at least 1 active lesion and reported "sleep disturbances" completed this single-center, randomized, 14-day, 2-arm clinical study.

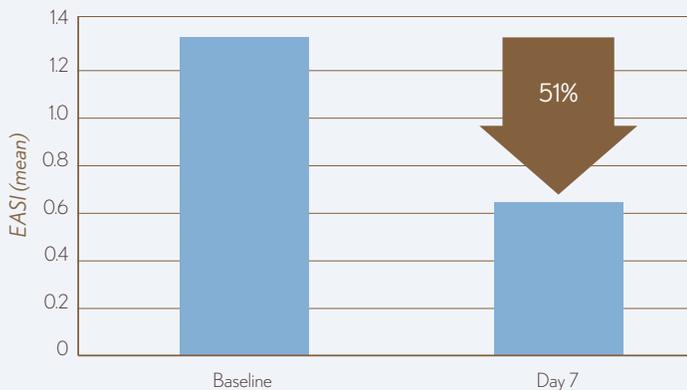
## Efficacy Measures:

- **Primary endpoints:**
  - Corneometer immediately post treatment & 12 hours post-treatment
- **Secondary endpoints:**
  - EASI and IGADA, Dryness Scale, and Corneometer at 24 hours post-treatment, Days 3, 7 and 14
  - Brief Infant Sleep Questionnaire (BISQ), Days 7 and 14
  - Caregiver Itch Assessments at Days 3, 7 and 14
  - Caregiver Questionnaire immediately post application, Days 3, 7 and 14

## RESULTS

### 51% Reduction in EASI scores at day 7<sup>1</sup>

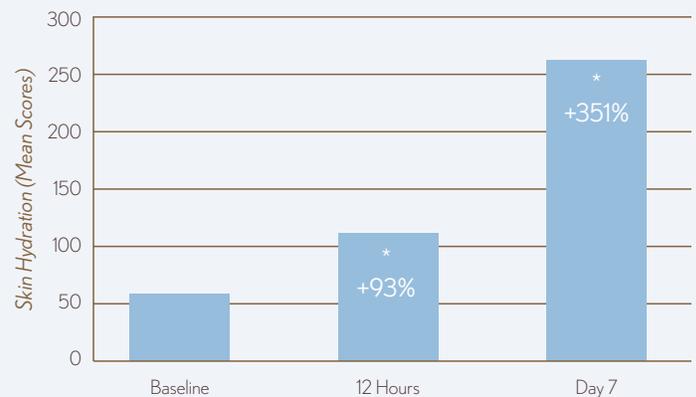
Dermatologist assessment: EASI composite score



\*Significant improvement ( $p < 0.001$ )

### Immediate and long-lasting moisturization<sup>1</sup>

Skin hydration (corneometer)



**42%** relief in itch at 2 weeks

**100%** felt their baby/toddler's overall skin looked healthy in just 2 weeks

**90%** said their baby/toddler's overall skin looked smoother after 1 week

**100%** would recommend AVEENO® ECZEMA THERAPY NIGHTTIME BALM to other moms

<sup>1</sup> Data on file. n=17 patients aged 6 to 47 months with mild to moderate atopic dermatitis.