

## What is baby eczema?

Eczema shows up as itchy, red patches on areas like the hands, feet, elbows, knees, ankles and wrists, and in babies it may also appear on the cheeks, chin, chest, forehead or scalp. It's a common skin condition that can affect babies with sensitive skin and make little ones specially uncomfortable.

Dry skin, sweating, pet dander or even dust can trigger flare-ups, and scratching can worsen symptoms — leading to more redness, swelling and itching.

**That's why caring for your baby's sensitive skin is so important. A gentle and nourishing routine with Aveeno Baby® Eczema Therapy products helps relieve eczema-symptoms and keep dryness at bay — giving you peace of mind and helping your little one feel their best.**

## What are some common baby eczema triggers?



### Irritants

Some soaps, detergents, fragrances and rough fabrics like wool can irritate baby's skin and trigger flare-ups. Choose fragrance-free products, wash new clothes before wearing and use gentle, sensitive-skin formulas.



### Allergens

Dust mites, pet dander, mold and pollen can lead to itchy, inflamed skin. Keep allergens low by vacuuming and dusting often, limiting dust-collecting toys, and grooming pets regularly.



### Environment

Very hot or cold temperatures, low or high humidity, smoke, and pollution may worsen eczema. Aim for a consistent indoor environment — keep baby's room at 68-72°F and maintain steady humidity levels.



### Food

While less common, food allergies may exacerbate eczema symptoms in some infants and young children. Children with eczema symptoms may react to foods like milk, eggs, nuts, seeds or wheat.

At Aveeno®,  
eczema is our  
expertise.



Gentle care for babies, effective relief of kids' eczema symptoms

**Colloidal oatmeal was first commercialized with the launch of Aveeno® in 1945.** Our original bath treatment launch led the discovery of soothing properties of oat for severe skin conditions.



## 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 flare-ups with specialized prescription or OTC products.

Aveeno®  
baby

Your little one's  
eczema care  
companion

Your guide to  
understanding and treating  
baby eczema-prone skin





## Powered by Triple Oat® Complex

Only Aveeno Baby® harnesses three components of oat to deliver a 3-in-1 mechanism of action.



Oat oil<sup>1</sup> strengthens the skin barrier



Oat extract<sup>2</sup> reduces discomfort caused by irritated, dry skin



Oat flour<sup>3</sup> supports the skin microbiome and normalizes skin pH

93.0%

agree that the routine left baby's skin appearing **less red or irritated**<sup>4</sup>

86.1%

reported that the routine **improved** their child's **itching and scratching**<sup>4</sup>

1. Chon SH, Tannahill R, et al. Keratinocyte differentiation and upregulation of ceramide synthesis induced by an oat lipid extract via the activation of PPAR pathways. *Exp Dermatol* 2015.  
2. Oat extract helps reduce itching & signs of irritation caused by dry skin. Reference: Reynertson KA, Garay M, Nebus J, et al. Anti-inflammatory activities of colloidal oatmeal (*Avena sativa*) contribute to the effectiveness.

# Aveeno Baby® Eczema Therapy Line

Clinically proven to relieve eczema symptoms in one day<sup>4</sup>



CLEANSE	TREAT		BATHE
<b>Cleansing Therapy Moisturizing Wash (AM/PM)</b>	<b>Eczema Therapy Moisturizing Cream (AM/PM)</b>	<b>Eczema Therapy Nighttime Balm (PM)</b>	<b>Eczema Therapy Soothing Bath Treatment (AM/PM)</b>
Gently cleanses and helps soothe extra-dry, eczema-prone skin without disrupting baby's moisture barrier.	Provides long-lasting moisture to relieve itchy, irritated, eczema-prone skin and help prevent dryness.	Delivers immediate, long-lasting relief for itchy, dry, irritated skin due to eczema, while helping strengthen the skin moisture barrier.	Soothes and relieves minor discomfort for dry, itchy, irritated skin due to eczema with a gentle, skin-calming oat bath.

3. Liu-Walsh F, Tierney NK, et al. Prebiotic colloidal oat supports the growth of cutaneous commensal bacteria including *S. epidermidis* and enhances the production of lactic acid. *Clin Cosmet Investig Dermatol* 2021. of oats in treatment of itch associated with dry, irritated skin. *J Drugs Dermatol*. 2015;14(1):43-48.  
4. Aveeno Baby Cleansing Therapy Wash & Eczema Therapy Cream. 4-week clinical evaluation of the safety and efficacy of a moisturizing cream and baby wash in the management of mild-to-moderate atopic dermatitis in infants, toddlers and children.

Soothe. Protect. Nourish.  
Because your baby deserves the best.

Scan to shop  
Aveeno Baby®



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