

DESITIN®—Now Clinically Proven to Provide 20% Reduction of Erythema¹

Examine the clinical data that show why DESITIN® is the brand to recommend for fast, effective relief of diaper rash.*

Study Title: Evaluation of the effectiveness of a topical skin protectant (zinc oxide) in providing relief of the signs and symptoms associated with diaper rash after 1 diaper change

Objective: To evaluate the ability of a zinc oxide diaper rash paste to provide relief of the signs and symptoms associated with diaper rash following a single application.

BLINDED STUDY

29 CHILDREN ²	3-36 MONTHS OF AGE	GOOD GENERAL HEALTH	WEARING DIAPERS 24 HOURS/DAY
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(Included a diverse range of ethnicities and races, accounting for Fitzpatrick skin types I-IV.)

Subjects with diaper rash used DESITIN® Daily Defense† for the approximate period of 1 diaper change: **3 (±1) hours**

The severity of rash was visually evaluated by a trained evaluator at baseline, and after application.

Criteria: Subjects must have received an “Overall Severity Score” of 0.5-2.0 using the diaper rash severity scale below.

Severity Scale		
SCORE	DEGREE	DEFINITION
0	None	Skin is clear (may have some very slight dryness and/or a single papule, but no erythema).
0.5	Slight	Faint to definite pink in a very small area (<2%); may also have a single papule and/or slight dryness.
1.0	Mild	Faint to definite pink in a small area (2-10%) or definite redness in a very small area (<2%) and/or scattered papules and/or dryness/scaling.
1.5	Mild/ Moderate	Faint to definite pink in a larger area (10%), definite redness in a small area (2-10%), or very intense redness in a very small area (<2%), and/or scattered papules (<10% area) and/or moderate dryness/scaling.
2.0	Moderate	Definite redness in a larger area (10-50%) or a very intense redness in a very small area (<2%), and/or several areas of papules (10-50%) with 0-5 pustules; may have slight desquamation or edema.

Results: Fast Reduction in Erythema.



† Formerly named DESITIN® Rapid Relief

*One adverse event (AE), an ear infection, was reported during the course of the study. This AE was unrelated to the test product.

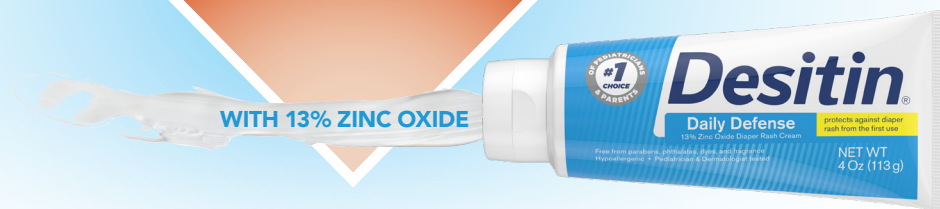
References: 1. Stamatias GN, Tierney NK. Diaper dermatitis: etiology, manifestations, prevention, and management. *Pediatr Dermatol.* 2014;31(1):1-7. 2. Data on file. Johnson & Johnson Consumer Inc.

DESITIN® Is the #1 Recommended Diaper Rash Brand by Pediatricians¹

DESITIN® Daily Defense instantly relieves diaper rash discomfort—for every diaper change, every day, and at the first sign of redness.



Images are a dramatization of the study results.



DESITIN® Maximum Strength Original Paste

With the highest zinc oxide levels (40%) available with or without a prescription—provides fast, statistically significant reduction of erythema in 1 diaper change.¹



See other side for study details.

Visit www.jnjpediatrics.com/desitin to view more clinical evidence on the treatment and prevention of diaper rash.

* $P < 0.001$.

¹Trial assessing the efficacy of DESITIN® Rapid Relief Cream for 3±1 hours in children (N=29) 3-36 months of age, with mild-to-moderate diaper rash, wearing diapers for 24 hours a day.²

References: 1. Data on file. Johnson & Johnson Consumer Inc. 2. Stamatias GN, Tierney NK. Diaper dermatitis: etiology, manifestations, prevention, and management. *Pediatr Dermatol.* 2014;31(1):1-7.

Desitin
Change for the better