

Aveeno[®]
baby

NEW



Proactive Care
for Newborn Skin

Healthy Start Newborn
Wash & Balm



Clinically proven to support baby's natural skin barrier, their defense from external irritants and germs.



Infants are born with a protective coating called the vernix caseosa which develops during the last trimester

It is composed of water, proteins, sebum lipids and antimicrobial peptides. The retention of the vernix on the skin contributes to a higher skin hydration, lower skin pH and relates to reduced heat loss after birth.²

The first days of life are critical as baby's skin can get sensitized as the skin moisture barrier continues to evolve and diversify throughout the first 12 months.¹

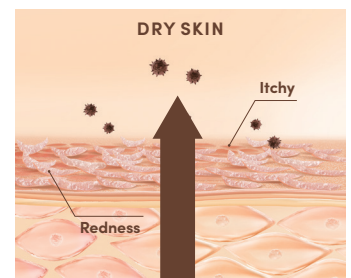
The right emollient can provide similar multi-functional benefits to the vernix, protecting babies' skin after birth.

Differences in Newborn Skin

At birth, infant skin has a less developed epidermal barrier than adults and is more vulnerable to dryness and skin irritation. The rate of transepidermal water loss (TEWL), water absorption, water desorption and cell turnover are higher in infants than adults.³



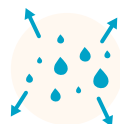
Moisture



Moisture

30%
thinner

Is 30% thinner than mature skin⁴

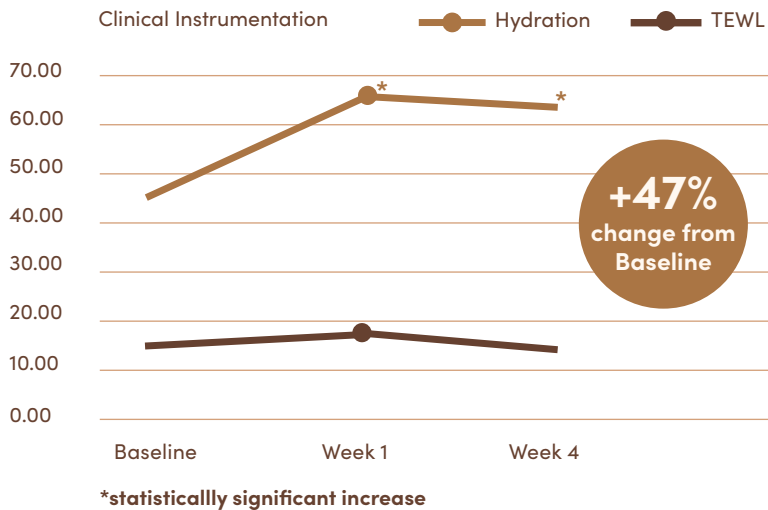


Loses water 2x faster than adult skin³



Buffering capacity is still developing⁶

100% of Babies Experienced Improved Hydration in 1 Week!



CLINICAL SAFETY IN USE STUDY DESIGN:

Products: Aveeno® Baby Healthy Start Newborn Balm and Wash.

Study Design: Aveeno® Baby Healthy Start Balm used 2x/day every day. Aveeno® Baby Healthy Start Wash used at least 3x/week, no more than once daily.

Duration: 4 weeks: 3 visits (Baseline, Day 7, & Day 28)

Demographics: N = 28 newborns 0–28 days: 13 (46%); 1–3 months, 15 (54%); White 25 (89%), Asian 2 (7%), Black/African American 1 (4%)
Fitzpatrick Scale 1-5

Clinical Outcomes:

- **Suitable and safe** across a range of skin tones & skin types.
- Transepidermal Water Loss (TEWL) indicated **preservation of skin barrier function** at all time points.
- Corneometer measurements indicated statistically significant **increase in moisturization**.
- Dermatologist assessment indicates **well-tolerated and safe for newborns**.



Consumer preference study reports strong usability & tolerability:

96%

reported it hydrates newborn skin and leaves it feeling moist

83%

reported it left newborn skin feeling soft and smooth

89%

reported it was easy to apply to my newborn's skin

82%

reported it was gentle enough for daily use

89%

reported it leaves newborn skin moisturized

N= 28 newborns 0-28 days 13 (46%) 1-3 months 15 (54%)

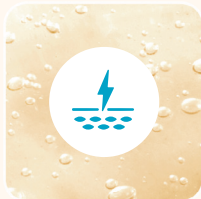
Aveeno[®] baby



Oat Flour
Moisturizes
dry skin



Oat Oil
Helps restore
skin's barrier



Oat Extract
Works with Oat Flour
& Oil to moisturize skin



- ✓ Hypoallergenic
- ✓ Fragrance-free
- ✓ Dye-free
- ✓ pH Balanced
- ✓ Paraben free
- ✓ Phthalate free

Clinically proven to
support baby's
developing skin barrier



1. Capone KA, Dowd SE, Stamatias GN, Nikolovski J. Diversity of the human skin microbiome early in life. *J Invest Dermatol.* 2011 Oct;131(10):2026-32.
2. Oranges T, Dini V, Romanelli M. Skin Physiology of the Neonate and Infant: Clinical Implications. *Adv Wound Care (New Rochelle).* 2015 Oct 1;4(10):587-595.
3. Stamatias, GN, Nikolovski, J, Luedtke M, Kollias N, Wiegand, BC. Infant Skin Microstructure Assessed In Vivo Differs from Adult Skin in Organization and at the Cellular Level. *Pediatr. Dermatol.* 2009 Oct; 27(2):125-31. 125-131 (2010).
4. Stratum Corneum in moisturization at the molecular level; Rawling AV, MATS, PJ, *JJID* 124:10991100
5. 4-week In-Use Tolerability & Efficacy Clinical Study on newborns & babies, aged 0-3 months, N=28.
6. Gfatter R, Hackl P, Braun F. Effects of soap and detergents on skin surface pH, stratum corneum hydration and fat content in infants. *Dermatology.* 1997;195(3):258-62.