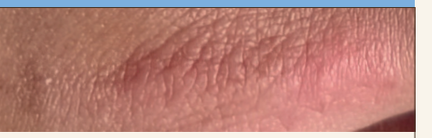
Decision Tree & Range

Aveeno®

HOW DOES THE SKIN LOOK?

Normal to Dry	Dry & Tight	Very Dry & Itchy	Very Dry & Irritable
			

KEY QUESTIONS

Q: Is the patient aware of any existing skin conditions?
A: If so factor this condition into the recommendation or decide if GP referral is appropriate.

Q: Where is the dry skin concern?
A: Use different products to manage different areas of need – hands for example.

Q: Are external aggressors present?
A: Recommend warm, not hot baths and showers, review soaps or body washes used.*

HOW DOES THE SKIN FEEL?

Normal to Dry	Dry & Tight	Very Dry & Itchy	Very Dry & Irritable
☐ Normal ☐ Dry	☐ Very Dry ☐ Irritable	☐ Itchy ☐ Sensitive	☐ Very Dry ☐ Irritable

MOST SUITABLE AVEENO® RANGE

Normal to Dry	Dry & Tight	Very Dry & Itchy	Very Dry & Irritable
			
AVEENO® Daily Moisturising Formula with nourishing oat & rich emollients helps to strength the skin's natural barrier to help protect the skin against external aggressors and water loss.	**AVEENO® Skin Relief** Formula with soothing triple oat complex and shea butter strengthens the skin's natural barrier to help protect the skin against external aggressors.	**AVEENO® Dermexa** Helps maintain skin's moisture barrier between topical steroid applications.[1] Clinically proven to help prevent flare ups of intense skin dryness, also suitable for people who may be prone to eczema.	**AVEENO® Skin Relief Repairing Ointment** Fast absorbing formula with soothing Triple Oat Complex, hydrating glycerin and nourishing shea butter intensely moisturises to help repair targeted areas and relieve dry to very dry, rough skin on the body, face and lips

UK-AVE-2026-336898

*Excluding Skin Relief Shampoo, Bath Soak, and Daily Moisturing After Shower Mist.

1. Moncrieff G, Lied-Lied A, Nelson G, et al. Cost and effectiveness of prescribing emollient therapy for atopic eczema in UK primary care in children and adults: a large retrospective analysis of the Clinical Practice Research Datalink. BMC Dermatol. 2018;18(1):9

Turn over to view suitable products within each AVEENO® range

Product Range Guide

DERMATOLOGIST RECOMMENDED BRAND · LEADER IN OAT SCIENCE

Aveeno®

SKIN TYPE	AVEENO® Daily Moisturising Normal to Dry Skin			AVEENO® Cream	AVEENO® Skin Relief Dry & Tight Skin				AVEENO® Dermexa Very Dry & Itchy Skin				AVEENO® Skin Relief Repairing Ointment
	Wash	Nourish & Moisturise	Hand	Nourish & Moisturise	Wash	Nourish & Moisturise	Targeted Care	Hand	Wash	Wash	Nourish & Moisturise	Targeted Care	Ointment
													
TYPE	Wash	Lotion	Hand Cream	Cream	Wash	Lotion	Soothing Cream	Hand Cream	Bath Soak	Wash	Cream	Balm	Cream
MAIN INGREDIENTS	Colloidal Oat	Colloidal Oat	Colloidal Oat	Colloidal Oat	Triple Oat Complex	Triple Oat Complex + Shea Butter	Triple Oat Complex + Menthol	Triple Oat Complex + Shea Butter	100% Natural Colloidal Oat	Oat Complex (oat flour and oat extract) Ceramides + Glycerine	Triple Oat Complex + Ceramides	Triple Oat Complex, Ceramides + Glycerine	Triple Oat Complex + Shea Butter Active Ingredient: Glycerin 40%
PACK SIZES	300ml 550ml	200ml 300ml 500ml	75ml	100ml 300ml 500ml	300ml 500ml	200ml 300ml 500ml	200ml	75ml	8 x 24g	300ml	200ml 500ml	75ml	100ml
PIP CODES	4098067 3647609	2896348 3497195 4170676	3164522	892901 3387990 3885894	4113395 4113387	327291 3497187 4159976	3861010	3885902	4178208	4066999	4066932 4175469	4068516	434-3521

AVEENO® Cream is available to prescribe, suitable for adults and babies from 3 months who may be prone to eczema.

References: 1. Mayo Clinic. Dry Skin. Available at: https://www.mayoclinic.org/diseases-conditions/dry-skin/symptoms-causes/syc-20353885