

# Aveeno®

## Triple Oat Formula

Aveeno® Oat Oil increases **endogenous** ceramide production by 71% in 7 days vs. control.\*,<sup>1</sup>



**Colloidal Oatmeal**  
Moisturizes dry skin

**Avenanthramides**  
Relieves itch

**Oat Oil**  
Supports skin's natural ceramide synthesis



**Aveeno®**  
ACTIVE NATURALS®

skin relief moisturizing  
lotion  
hydratante apaisante

with shea butter • avec beurre de karité

fragrance free • sans parfum

relieves itchy, extra dry skin

moisturizes for 24 hours

soulage la démangeaison et la

sécheresse extrême

hydrate pendant 24 h

[aveeno.ca/hcp](http://aveeno.ca/hcp)

\* based on in-vitro study in primary human epidermal keratinocytes treated with 400 ppm oat oil for 7 days.  $p < 0.05$

<sup>1</sup> Chon et al. Experimental Dermatology, 2015, 24, 290 -295 AveHCP-013