




Aveeno® BODY LOTIONS

PATIENT'S SKIN CONCERN	DRY SKIN	DRY ITCHY SKIN	ECZEMA
PRODUCT	 <p>DAILY MOISTURIZING LOTION</p>	 <p>SKIN RELIEF LOTION</p>	 <p>ECZEMA CARE BALM/CREAM</p>
CLAIM	Significant improvements in skin's appearance while moisturizing for 24 hrs		Aveeno® Oat Oil increases endogenous ceramide production by 71% in 7 days vs. control* ¹ Clinically proven improvements in hydration, moisture barrier, dryness and itch after 1 day ² The Skin microbiome is a habitat of billions of beneficial and harmful bacteria. Aveeno® lotions contain Prebiotic Oat that help restore balance to the skin microbiome which contributes to healthy skin ²
KEY INGREDIENTS	COLLOIDAL OATMEAL – Moisturizes skin – High levels of polysaccharides, proteins and lipids for sustained protection and moisturization of the skin	TRIPLE OAT FORMULA Colloidal Oatmeal – Moisturizes skin – High levels of polysaccharides, proteins and lipids Avenanthramides – Relieves itchy dry skin – Anti-irritant, antioxidant and antihistamine properties Oat Oils – Restores and preserves skin barrier – Induces ceramide synthesis by keratinocytes SHEA BUTTER Emollient to soften skin and soothe dry skin irritation	
FEATURES	Fragrance free, gentle on skin, non-comedogenic, non-greasy, paraben free, steroid free, hypo-allergenic		
VALUE	On a price per mL basis, Aveeno® 532mL lotions cost 56% less than the 539g jar of the leading competitive ceramide cream ³		

For additional AVEENO® products visit: kenvuepro.com

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

¹ Chon et al. Experimental Dermatology, 2015, 24, 290 -295

² Data on file.

³ Nielsen L52W data on national product price averages PE Nov 23, 2024, Aveeno® Daily Moisturizing / Skin Relief Lotion © Kenvue Canada Inc. 2025

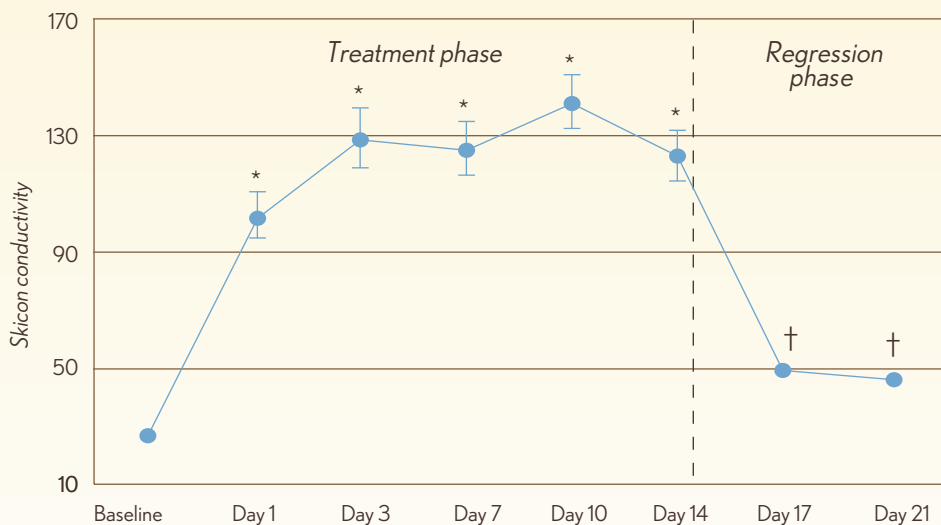
Aveeno® BODY LOTIONS

Skin Relief

Significant Improvements in Hydration and Itch After Only One Day^{1,2}



SKIN MOISTURIZATION

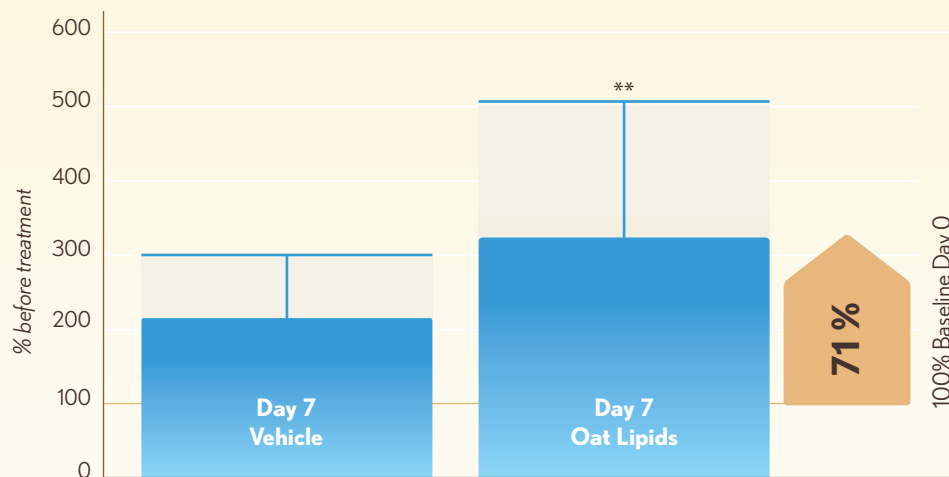


Day 1! Significant improvements in Hydration

*P < 0.0001 vs baseline. †P < 0.0001 vs day 14 n=33.
¹Improvements in itch were sustained even after Aveeno® Skin Relief Lotion was discontinued for a full week.
²Subjects using the lotion also experienced significant improvements in barrier function.
 1. Data on file. 2. Data on file. Reggie study. © Kenvue Canada Inc. 2025

Eczema Care

Significant improvements in Ceramide levels!



+71% Increase in Ceramide levels³

** p < 0.05
³Total ceramide levels in primary human keratinocytes were measured by high-performance thin layer chromatography (HPTLC) analysis after a 7-day treatment with oat oil.