

Aveeno®

CLINICAL BENEFITS OF

Colloidal Oatmeal in Pediatric Atopic Dermatitis

Atopic dermatitis is a common, relapsing inflammatory skin disorder with a high prevalence in young children. AD is characterized by genetic abnormalities in the skin barrier via mutations in filaggrin, deficiencies in ceramides and cathelicidins, immunologic disturbances with a shift toward the Th-2 inflammatory pathway, and an elevation in serum immunoglobulin (IgE) levels.¹



Atopic dermatitis affects up to 20% of children worldwide.²



AD incidence and persistence is higher among non-hispanic blacks and hispanics.³



91% of patients experience itching on a daily basis⁴



Estimated AD costs over \$5 billion annually in patient visits, lost productivity and reduced quality of life.⁵

US FDA & Health Canada Approved Recognized Skin Protectant

The clinical benefits of colloidal oatmeal in atopic dermatitis have been demonstrated through extensive research across diverse patient populations and clinical applications. Colloidal oatmeal is the only single skin protectant OTC active ingredient that can claim to temporarily protect and help relieve symptoms of eczema as recognized by the US FDA & Health Canada OTC Monographs.⁶⁻⁸



30+ Clinical Studies



3000+ patients with dry and/or compromised skin⁹

Pivotal Study

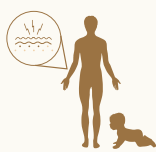
1% Colloidal Oatmeal cream clinically proven as effective as a prescription barrier cream^{10,11}

Efficacy and safety of an over-the-counter 1% colloidal oatmeal cream in the management of mild to moderate atopic dermatitis in children: a double-blind, randomized, active-controlled study.¹⁰

Purpose

To evaluate the efficacy and safety of an OTC 1% colloidal oatmeal cream versus a steroid-free prescription barrier cream in a diverse population of children with mild-to-moderate atopic dermatitis (AD).

Design



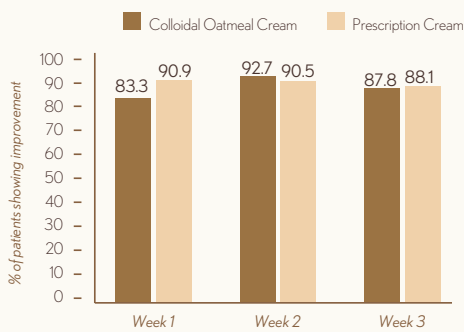
90 patients aged 6 months - 18 years with mild to moderate AD; 54% African American

2x daily for 3 weeks

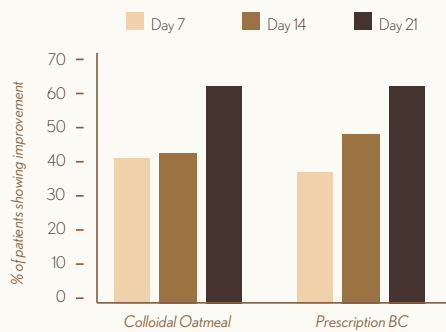
Results

As effective as a prescription barrier cream in improving the signs and symptoms of mild to moderate AD

EASI scores comparable at all time points for both treatment groups

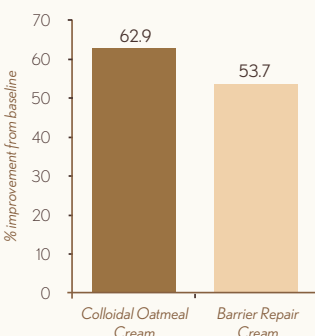


% Subjective Itch Improvement



A subset of 49 AA children also saw rapid, significant improvement in eczema symptoms

EASI Score at Day 7



63% Improvement in EASI Scores at Week 1

43% Improvement in Subjective Itch Assessment at Week 1



Both treatments were well tolerated with no safety issues.



100% of patients and/or caregivers felt the product was appropriate for children.



70% said they would prefer to buy the study cream over their current therapy

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