

Aveeno Baby®

new 

All Zinc Oxide Sunscreen for Baby's Sensitive Skin

- Powered by 100% Zinc Oxide
- Superior UVA/UVB Mineral Protection¹
- ACTIVE NATURALS® Oat formula locks in moisture to nourish, soothe and protect
- Tear-free, mild and clinically shown to be as gentle as water¹
- Quick absorbing formula disappears without penetrating, for a lightweight non-greasy feel



*Free of parabens, phthalates,
dyes and fragrance*



Broad spectrum SPF 50 formula available in both lotion and face stick.

ZINC OXIDE TECHNOLOGY AND SUPERIOR UVA PROTECTION¹

OBJECTIVE:

To evaluate the ability of a new SPF 50 sunscreen formulation using only Zinc Oxide to provide a high level of UVA and UVB protection (measured by PFA and SPF, respectively), which is also appropriate for baby's sensitive skin. This sunscreen is comprised of a water-in-silicone emulsion containing 21.6% ZnO.

STUDY DESIGN:

UVA Protection Efficacy:

- **In Vitro PFA Testing (ISO 24443:2012(E))**
Sunscreen is applied at 1.3 mg/cm² on PMMA plates for the measurement of UV absorbance spectrum. The spectrum is then used to calculate UVAPF (PFA), a measure of UVA protection.
- **In Vivo PFA Testing (ISO 24442:2011)**
Ten subjects were evaluated for minimal persistent pigment-darkening dose (MPPD) of an unprotected versus sunscreen-protected (2.0 mg/cm²) site after UVA exposure. PFA is the mean MPPD Protected Skin/MPPD Unprotected Skin.

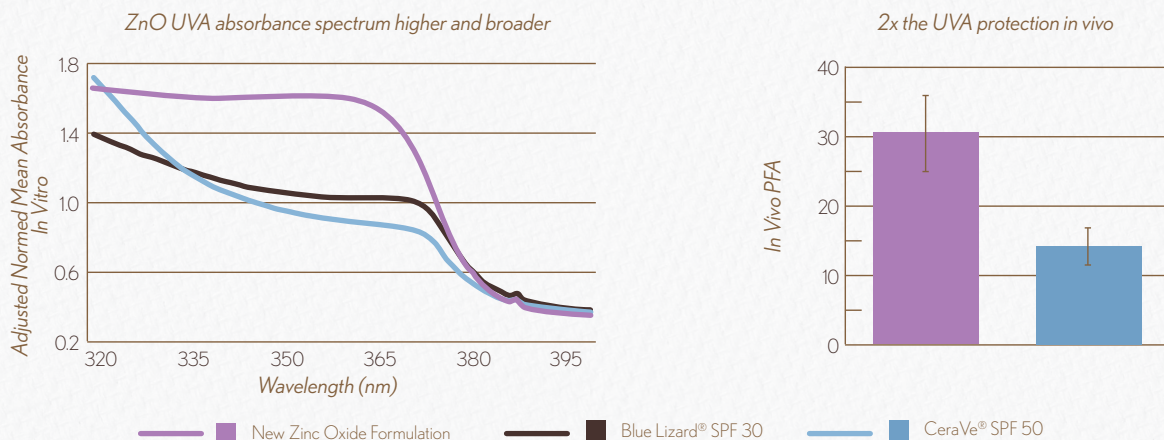
Clinical Tolerability:

- **Two-Week Tolerability Study on Baby Skin**
In a randomized, double blinded study, thirty-four babies (aged 6-36 months) used the test product once per day and were evaluated by clinician for erythema, dryness/flakiness, burning/stinging, itching, and tightness/dryness on a four-point scale assessed at baseline, post-application, and at 1 and 2 weeks post-treatment.

RESULTS:

Superior UVA/UVB Protection

- In vitro absorbance spectroscopy and PFA testing demonstrate greater UVA protection than the leading dermatologist recommended all-mineral sunscreens with twice the UVA protection of a leading brand, confirmed in vivo.



Well Tolerated and Suitable for Baby's Sensitive Skin:

- Zinc Oxide sunscreen produced no statistically significant changes in erythema/redness, burning/stinging, and itching, dryness/flakiness, and tightness.
- Human ocular tolerability testing found this product to be safe and gentle to the eye with mildness comparable to sterile water.

