

Aveeno.
baby

RECOMMENDED BY
PEDIATRICIANS
& DERMATOLOGISTS



Cutting edge science
transforms natural
ingredients into clinically
proven results.



DELICATE SKIN CALLS FOR SPECIAL CARE

A lot of love goes into AVEENO® formulas for your little one. With natural ingredients like oat extract, you can feel good knowing each product gently soothes your baby's skin.

*Check your local market for portfolio availability



Aveeno.
baby

whole skin wellness

recommended by pediatricians and dermatologists

Our holistic skin health products utilize various oat properties to soothe, moisturize, restore, cleanse, and protect baby's skin.



Oat oil improves skin barrier function.



Oat flour moisturizes dry skin.



Oat extract soothes itchy skin.

WHOLE SKIN WELLNESS

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Our holistic skin health products utilize various oat properties to soothe, moisturize, restore, cleanse, and protect baby's skin.



AVEENO® BABY DAILY MOISTURE LOTION

TREATS DRY SKIN

- Formulated with natural, skin-soothing ACTIVE NATURALS® oat blended with rich emollients to help protect a baby's delicate skin
- Moisturizes for a full 24 hours
- Hypoallergenic and fragrance free



SOOTHE YOUR BABY'S DRY SENSITIVE SKIN, FOR 24 HOURS OF SKIN THAT FEELS HYDRATED

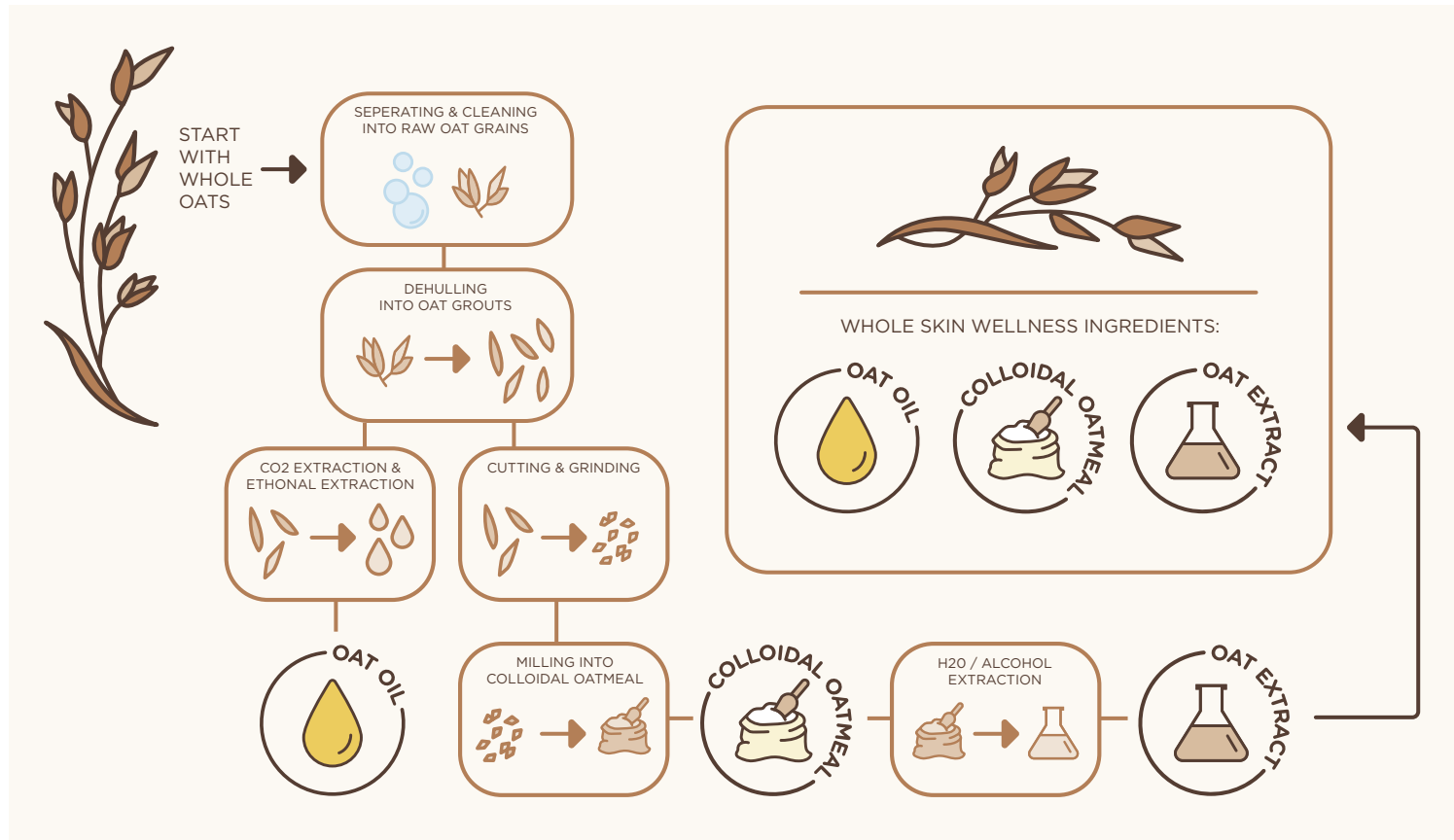
- With soothing natural Colloidal Oatmeal
- Fragrance-free
- Paraben-free and phthalate-free



AVEENO® BABY ECZEMA THERAPY MOISTURIZING CREAM

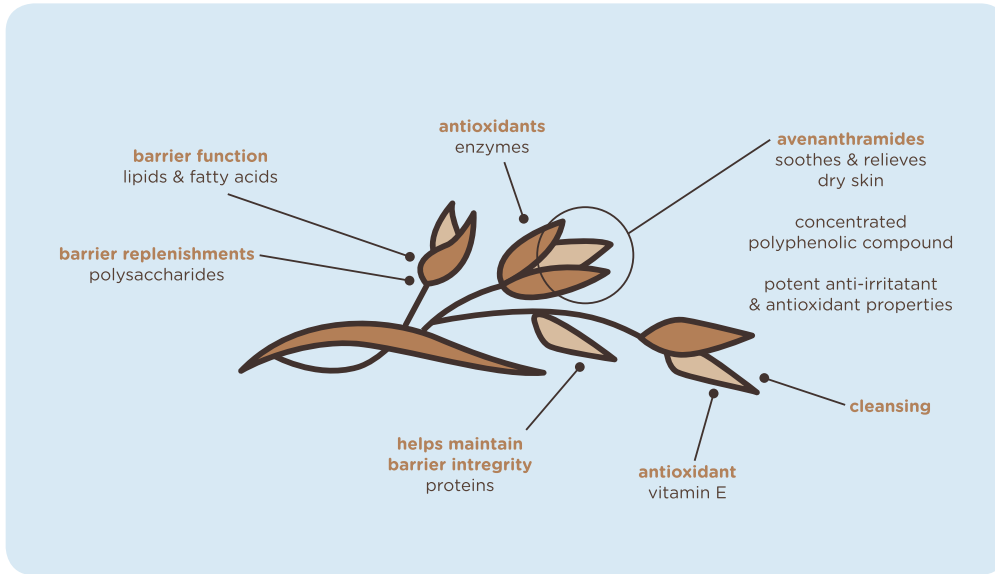
THERAPEUTIC RELIEF OF DRY, ITCHY, IRRITATED SKIN DUE TO ECZEMA

- Triple Oat Formula with ceramide
- Moisturizes to help restore and strengthen the skin's natural barrier
- Steroid free, fragrance free, allergy tested



CAREFULLY HARVESTED FOR DELICATE SKIN

Your baby's skin is sensitive, and that's why our process is a balance of science and nature. Careful production of safe ingredients ensures that you can care, wash and comfort your little one every day.



Bringing our ingredients and science to life

Only Aveeno[®] has developed the scientific expertise to better the best of nature, transforming ingredients like oats, into highly wholesome ingredients that improve the health of baby's skin day after day, while maintaining its natural goodness.



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DELICATE SKIN CALLS FOR SPECIAL CARE

TRIPLE OAT FORMULA

SOOTHES DRY AND IRRITATED SKIN

IN 3 WAYS

TRIPLE OAT FORMULA



- COLLOIDAL OAT**
Locks in moisture for 24 hours
- AVENANTHRAMIDES**
Help relieve itch
- OAT OIL**
Helps strengthen the skin barrier

1% colloidal oats increases the diversity of the skin microbiome.¹



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