



Cutting edge science
transforms natural
ingredients into clinically
proven results.



What is Baby Eczema?



Aveeno® Eczema Therapy For Baby & Toddler

Aveeno® Eczema Therapy treatment for babies & toddlers is clinically shown to help relieve dry, itchy, irritated skin with eczema. The formulas with Colloidal Oatmeal, intensely moisturize and help strengthen the skin's natural barrier function to protect against moisture loss and helps prevent recurrence of extra-dry skin. They are steroid free, fragrance free and allergy tested.



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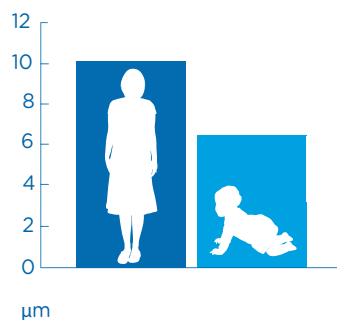
Eczema is a skin condition that usually appears as an itchy, red patch on the hands, feet, backs of elbows and around knees, ankles and wrists. It also may affect a baby's cheeks, chin, chest, forehead or scalp. Eczema can appear in other areas too, though not usually the diaper area where moisture acts as a barrier. Dry skin, sweating, pet dander or even dust can cause a flare-up of your child's eczema. Scratching also can make eczema worse, causing redness, swelling and other symptoms like itching.

Though its cause isn't completely understood, up to 10 percent, based on US data, of babies and toddlers have eczema. If you have a family of eczema, asthma or hay fever, your baby may be more likely to develop it. Adult eczema may not look the same on a child, which is why identifying symptoms and triggers is important to protect your baby's skin. Though there is no cure, daily skin care including regular bathing and moisturizing with a clinically proven solution like AVEENO® Eczema Therapy treatment is essential to care for your baby's eczema.

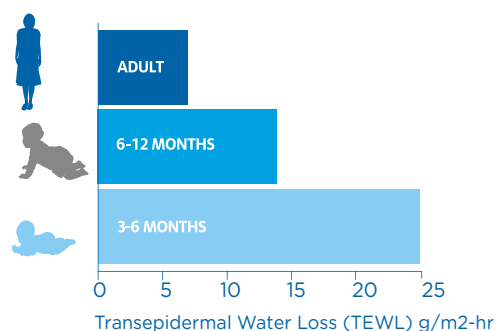
How dryness affects the skin

Baby skin is different to adult skin in structure, composition and function. It has a low-barrier reserve and needs special care.¹

Infant skin is up to 30% thinner vs. adult skin²



Infant skin loses water up to 2x faster than adult skin³



In a survey of 51 mothers, followed by clinical assessment and grading of their babies' skin

6%

of mothers believed their baby's skin was dry



63%

of babies were found to have clinically visible dry skin

Dry skin, in some cases, is not noticeable to the naked eye and thus it's important for mothers to follow a routine to ensure that baby's skin is sufficiently moisturized providing protection against dryness and maintaining a healthy barrier to help protect against infection³

1. Cork MJ, et al. Epidermal barrier dysfunction in atopic dermatitis. J Invest Dermatol. 2009 Aug;129(8):1892-908.

2. Stamatias G, et al. PediatrDermatol. Mar-Apr 2010;27(2):125-31.

3. Nikolovski J, et al. J Invest Dermatol.2008;128:1728-1735

4. Loden, Marie et al. Treatment of Dry Skin Syndrome. Berlin:Springer, Chapter 20 "Update on infant skin with special focus on dryness and the impact of moisturizers". 2012.

Moisturization is a key step in protecting healthy baby's skin

Condition 1

Discomfort
for baby²



Condition 2

An increased
incidence of Atopic
Dermatitis (Eczema)³



Condition 3

With skin barrier
breakdown, greater risk of
infection from pathogens³



Dry skin may ultimately lead to skin barrier damage, which is indicative of a fluctuating barrier function.¹ An effective regimen to protect baby's delicate skin is required.¹

1. Stamatias GN, et al. Infant skin physiology and development during the first years of life: a review of recent findings based on in vivo studies. Int J Cosmet Sci. 2011 Feb;33(1):17-24.

2. Horimukai K et al. J Allergy Clin Immunol 2014; 134: 824-830.36.

3. Simpson EI et al. J Allergy Clin Immunol 2014; 134:818-823.

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