

Aveeno.
baby

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baby



Cutting edge science
transforms natural
ingredients into clinically
proven results.



RECOMMENDED BY

PEDIATRICIANS
& DERMATOLOGISTS

The Benefits of Colloidal Oats

Carefully harvested for sensitive skin.



Oats grown in pollution-free regions & minimally processed oats

 **OAT EXTRACT**

 **LIGHTLY SCENTED**

Aveeno baby
daily moisturizing wash & shampoo
oat extract gently cleanses and nourishes baby's hair and sensitive skin
lightly scented hypoallergenic & tear-free



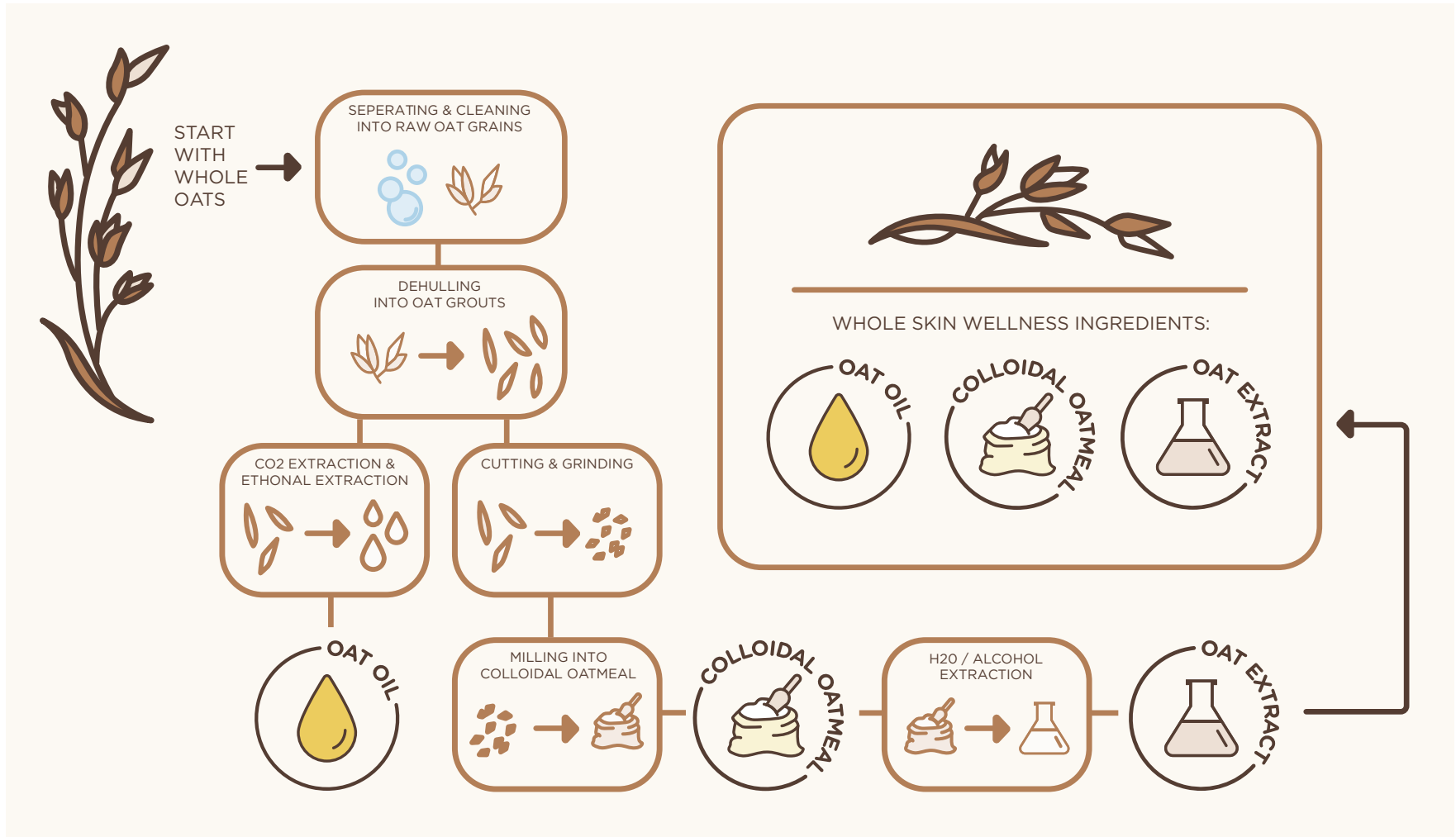
Oat oil improves skin barrier function.



Oat flour moisturizes dry skin.



Oat extract soothes itchy skin.



Oat Process Chart

TRIPLE OAT COMPLEX

OAT FLOUR (COLLOIDAL OAT)

Composition:

Approximately 60% polysaccharides, 10-18% proteins (glutaminic acid-aspartic acid...), 5% lipids (phospholipids, sterols...), enzymes, vitamins, flavonoids and phenolic acids (avenanthramides)

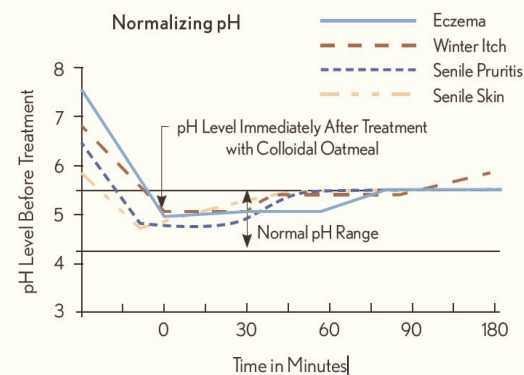
Benefits:

Soothing, buffering and moisturizing actions

The skin care benefits of colloidal oatmeal are numerous. The protective properties of colloidal oatmeal allow it to lock in moisture and help promote a healthy skin moisture barrier.¹ Colloidal oatmeal can also help restore normal pH in skin conditions where pH has increased acting as a buffering system to both acids and bases.²

Composition and beneficial properties of colloidal oatmeal

COMPONENT	BENEFIT
Proteins	Moisturizing, water-binding
Polysaccharides	Soothing, forms protective barrier
Lipids	Barrier replenishment
Saponins	Cleansing
Vitamin E & Enzymes	Antioxidants



1. Kurtz ES, Wallo W. Colloidal oatmeal: history, chemistry and clinical properties. J Drugs Dermatol. 2007 Feb;6(2):167-70. 2. Grais ML. The role of colloidal oatmeal in dermatologic treatment of the aged. AMA Arch Derm Syphilol. 1953;68:402-407



TRIPLE OAT COMPLEX

OAT OIL

Composition:

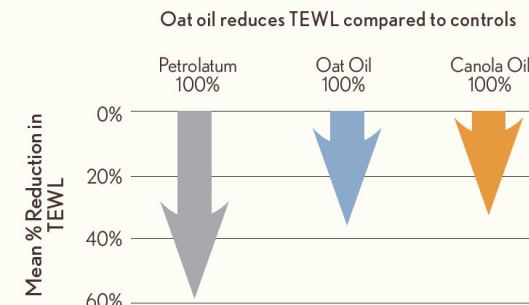
Approximately 50% triglycerides, 14% mono and diglycerides, and 10% free fatty acids, with smaller amounts of sterols, phosphatidyl choline, phosphatidyl ethanolamine, and other compounds.

Benefits:

Moisturizing, emollient properties. Oat lipids contain about 80% unsaturated fatty acids, which in turn are about 42% to 52% linoleic acid. Whole oat extract has been shown to reduce transepidermal water loss (TEWL) by as much as 56%.^{1,2}

Oat oil has its own biologic properties. Oat lipids contain linoleic acid which has been shown effective in reducing transepidermal water loss, promoting a healthy skin moisture barrier.³

1. Molteberg EL, Vogt G, Nilsson A, et al. Effects of storage and heat processing on the content and composition of free fatty acids in oats. *Cereal Chem.* 1995; 72(1):88-93. 2. Potter RC, Castro JM, Moffatt LC, inventors; Nuture, Inc, assignee. Oat oil compositions with useful cosmetic and dermatological properties. US Patent 5620692. April 15, 1997. 3. Johnson & Johnson Consumer Companies Inc. Scientific Review "Oat Oil, Linoleic Acid and The Permeability Barrier" March 2010



TRIPLE OAT COMPLEX

AVENANTHRAMIDES

Composition:

Main polyphenolic antioxidants in oat grains, demonstrating greater antioxidant activity (10- to 30-fold) than other oat phenolic compounds and five-fold greater antioxidant activity than oat flavonoids.^{1,2}

Benefits:

Moisturizing, anti-irritant properties. The anti-irritant effect may help alleviate the irritation that can occur in itchy, extra dry skin.³

When compared to seven oat fractions, avenanthramides were found to have the greatest activity in reducing UV-induced skin erythema.

Avenanthramides also demonstrate potent anti-irritant properties. Published data suggests this anti-irritant effect may result in decreased contact hypersensitivity.⁴ It may also reduce the scratching-induced secondary irritation that can occur in itchy, extra dry skin, preventing disruption of the skin moisture barrier function.⁴

1. Meydani M. Potential health benefits of avenanthramides of oats. *Nutr Rev* 2009;67(12):731-735.
2. Vollhardt J, Fielder DA, Redmont MJ. Identification and cosmetic application of powerful antiirritant constituents of oat grain. XXI IFSCC International Congress 2000, Berlin. Proceedings; 395-402. 3. Banas A, Debski H, et al. Lipids in grain tissues of oat (*Avena sativa*): differences in content, time of deposition, and fatty acid composition. *Journal of Experimental Botany*, Vol 58, No. 10, pp. 2463-2470, 2007. 4. Sur R, Nigam A, Grote D, et al. Avenanthramides, polyphenols from oats, exhibit anti-inflammatory and anti-itch activity. *Arch Dermatol Res*. 2008;300(10):569-574

