

The Power of Oat

Colloidal Oatmeal is a multifunctional emollient that has been clinically proven to be a gentle and effective treatment for a variety of sensitive skin conditions.

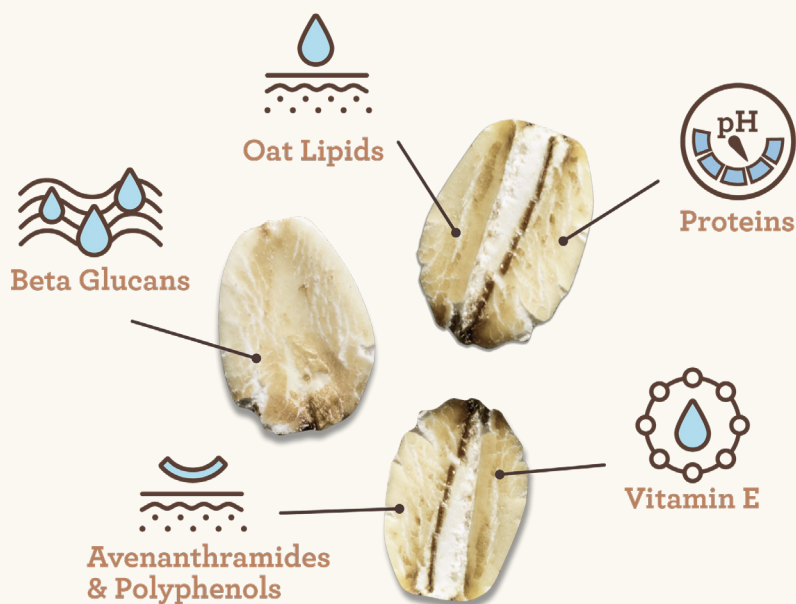


Colloidal Oat delivers a variety of dermatological benefits:

Making it well suited for use in moisturizers, cleansers, and other products that help clean, soothe and protect the skin.



Oat Contains Essential Skin Nutrients



Oat Composition & Benefits

Oat Lipids: Pro-ceramide activity helps restore the skin moisture barrier.

Proteins: Skin pH buffering, water-binding and barrier enhancing hydrophilic amino acids.

Vitamin E: Strong antioxidant and anti-inflammatory properties that promote dry skin repair.

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

Beta Glucans: Polysaccharide constituents with potent water holding qualities.

Colloidal Oatmeal has multiple beneficial mechanisms of action:

Moisture Barrier



The occlusive & water-binding colloidal film protective properties allow colloidal oats to lock in moisture & reduce TEWL, helping promote a healthy skin moisture barrier.^{2,3} In vitro data also shows oat lipids induce ceramide formation in skin cells.^{2,3,4}

pH Modulation



The buffering capacity of colloidal oatmeal restores the pH of compromised skin to within the normal range.⁵

Anti-inflammatory



Avenanthramides suppress the secretion of pro-inflammatory cytokines.⁶

Anti-pruritic



Avenanthramides have been shown in vitro to inhibit inflammation; help break the itch-scratch cycle, soothe and calm skin.⁷

Anti-oxidant



Colloidal oatmeal, avenanthramides, and oat oil deliver up to 9x the antioxidant power (compared to colloidal oatmeal alone).^{4,5}

Pre-biotic



Oat flour supports the growth of healthy microorganisms, to help balance the skin's microbiome and improve atopic dermatitis symptoms.⁸

The clinical benefits of colloidal oatmeal 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 is US FDA approved for the treatment of eczema.¹³

30+
Clinical Studies

3000+
patients with dry and/or compromised skin⁹



In a Pivotal Study, 1% Colloidal Oatmeal Cream was Clinically Proven as Effective as a Prescription Barrier Cream.^{10 11}

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).

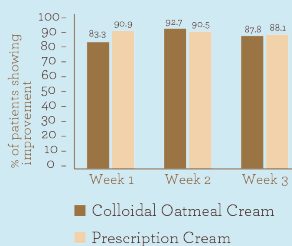
Design:

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

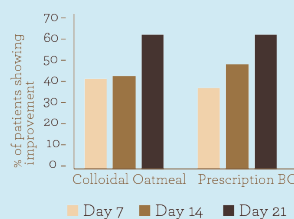
2x daily
for 3 weeks

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

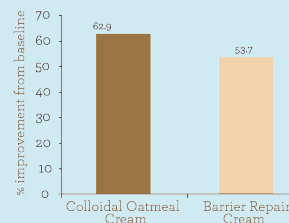


% Subjective Itch Improvement



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

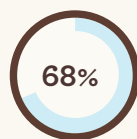
Use of an emollient containing colloidal oat in this study was highly rated and preferred by patients and caregivers.



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



Both treatments were well tolerated with no safety issues.



68% said they would prefer to buy the study Colloidal Oatmeal cream over their current therapy

Adherence to a regimen is an important factor to effectively manage and treat atopic dermatitis. An emollient may be effective but only if acceptable and used by the patient.

Colloidal oatmeal can also be used as an adjunct treatment to reduce exposure to corticosteroids and other topical agents especially in patients under the age of two years, for whom calcineurin inhibitors are not indicated.

Patient preference, tolerability and the socioeconomic impact of using an OTC instead of a prescription product are key factors that influence patient adherence to regimen.¹²

The Power of Oat Using an emollient with colloidal oatmeal has numerous benefits:

- ✓ Clinically proven to treat eczema
- ✓ Multifunctional skin benefits
- ✓ Clinically proven as effective as a prescription barrier cream
- ✓ Highly rated by patients and caregivers
- ✓ Recommended by health care professionals
- ✓ Cost effective
- ✓ The only US FDA & Health Canada Approved and Recognized Skin Protectant^{9 10 13 14}



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