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AVEENO® CREAM

For proven positive patient outcomes

Suitable for all skin types and all ages from 3 months,^{1,2} AVEENO® products are preferred by many patients^{3,4} and can help improve compliance to the NICE recommended 250–500g of emollient every week.^{5,7}

with active colloidal oatmeal

Aveeno

References: 1. Double-blind, randomised, comparative clinical study, using AVEENO® Cream, 50 subjects, 2010. 2. Nelson J et al. Altering dry, itchy skin in patients with skin of colour. JAAD 2004; 56(4): 649-654. 3. Study 3 and Controlled Ad. Emollient products in atopic dermatitis. Clinical Pharmacy and Therapeutics 2005; 30(5): 351-354. 4. Health Economics and Allergy Study Group. Study 4: A randomised, controlled, comparative study of the effectiveness of emollients in children with atopic dermatitis. J Allergy Clin Immunol 2007; 119(4): 945-952. 5. National Collaborating Centre for Women's and Children's Health. Atopic eczema in children: Management of atopic eczema in children from birth up to the age of 16 years. NICE Clinical Guideline 116. 6. National Collaborating Centre for Women's and Children's Health. Atopic eczema in children: Management of atopic eczema in children from birth up to the age of 16 years. NICE Clinical Guideline 116. 7. Results of a healthcare survey taken at the British Association of Dermatologists Conference 2013 (n=473). UK/AV/14-1483

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