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AVEENO® CREAM

For proven positive patient outcomes



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

with active colloidal oatmeal

**Aveeno**

References: 1. Double-blind, randomised, comparative clinical study, using AVEENO® Cream, 50 subjects, 2010. 2. Nelson J et al. Alleviating dry, itchy skin in patients with skin of colour. JAAD 2004; 50(suppl 4):S10-S12. 3. Dore S and Carrivickal AJ. British patchy eczema in dermatology. Current Paediatric Practice, Summer 2003;32:28. 4. Bhatkora C et al. 2005 AAD Dry Skin Study—February 2008 (n=123 participants at Week 2). 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, CG127. Dec 2007. 6. NICE clinical guideline 71: eczema. Evidence review published 2007 and NICE health technology assessment. Supporting guideline decisions about prescribed medicines and supporting substances. CG75, January 2009. 7. Results of a healthcare survey taken at the British Association of Dermatologists Conference 2013 (n=573). UK/AV/14-1483



**TASTE THE DIFFERENCE**



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**MCT**  
MODELS





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