

DESIGNED FOR PATIENTS  
WITH SENSITIVE SKIN  
FORMULATED WITH OAT AND FEVERFEW

**Aveeno**<sup>®</sup>  
HEALTHY-LOOKING SKIN.  
IT'S OUR NATURE.

**NEW**

## AVEENO CALM + RESTORE™ OAT GEL MOISTURIZER

Instantly soothes and strengthens the skin's moisture barrier,  
making it feel less irritated and more tolerant.



Formulated without fragrance, dyes, parabens, alcohol and phthalates.

# MANIFESTATIONS OF SENSITIVE SKIN

Meet the challenge of your patients' sensitive skin—consider addressing these 4 manifestations<sup>1,2</sup>



## DEFICIENT MOISTURE BARRIER

Impaired barrier allows faster absorption and penetration of irritants.



## ELEVATED RESPONSE TO IRRITANTS

Dry skin becomes red as the body fights off irritants.



## ELEVATED SENSORY RESPONSE

Heightened adverse response to otherwise minor skin stimulation.



## PSYCHOLOGICAL RESPONSE

Feelings affecting quality of life, including anxiety, self-consciousness.

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# AVEENO CALM + RESTORE™

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Addresses key patient needs: A broad range of products designed for sensitive skin, and a long-term solution that does more than “do no harm”

## AVEENO CALM + RESTORE™ Nourishing Oat Cleanser

Gently cleanses and hydrates to preserve skin's moisture barrier.

## AVEENO CALM + RESTORE™ Oat Gel Moisturizer

Modern gel aesthetics inspire daily compliance. Moisturizes with daily use to strengthen the skin's moisture barrier.



## AVEENO CALM + RESTORE™ Triple Oat Serum

Instantly smooths skin and fortifies moisture barrier.

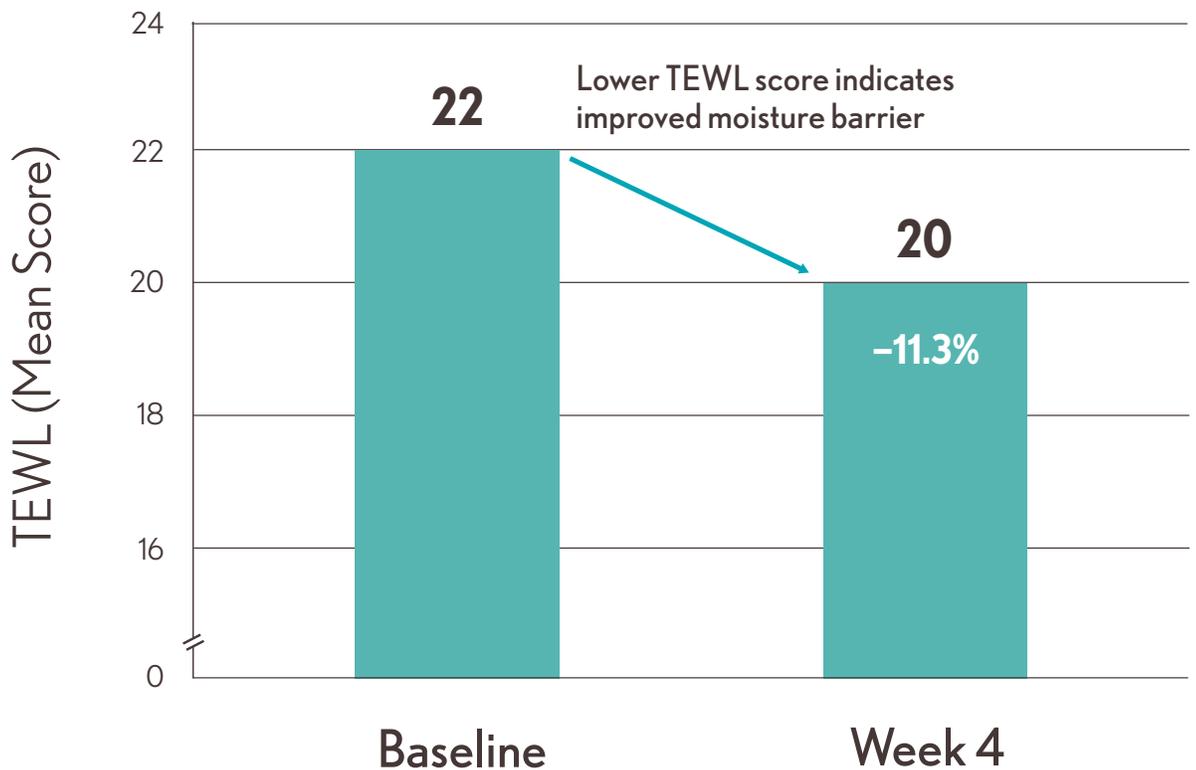


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# ADDRESSING DEFICIENT MOISTURE BARRIER



Significantly improved the strength  
of skin's moisture barrier\*†3



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\*Single-center, randomized, full-face (4 weeks in use) clinical study to investigate tolerance and efficacy on self-perceived sensitive skin subjects.  
†Significant improvement ( $p < 0.05$ ),  $n = 33$ , dry facial skin (determined by instrumental data) on self-perceived sensitive skin subjects.

# ADDRESSING ELEVATED RESPONSE TO IRRITANTS

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Formulated with oat and feverfew,  
known to calm skin\*

## OAT EXTRACT

a effective antioxidant known to help  
reduce the appearance of redness<sup>4</sup>

## CALMING FEVERFEW<sup>®</sup>

helps calm skin

## PREBIOTIC OAT

helps lock in moisture, provide soothing comfort,  
helps promote a healthy skin  
moisture barrier<sup>5</sup>



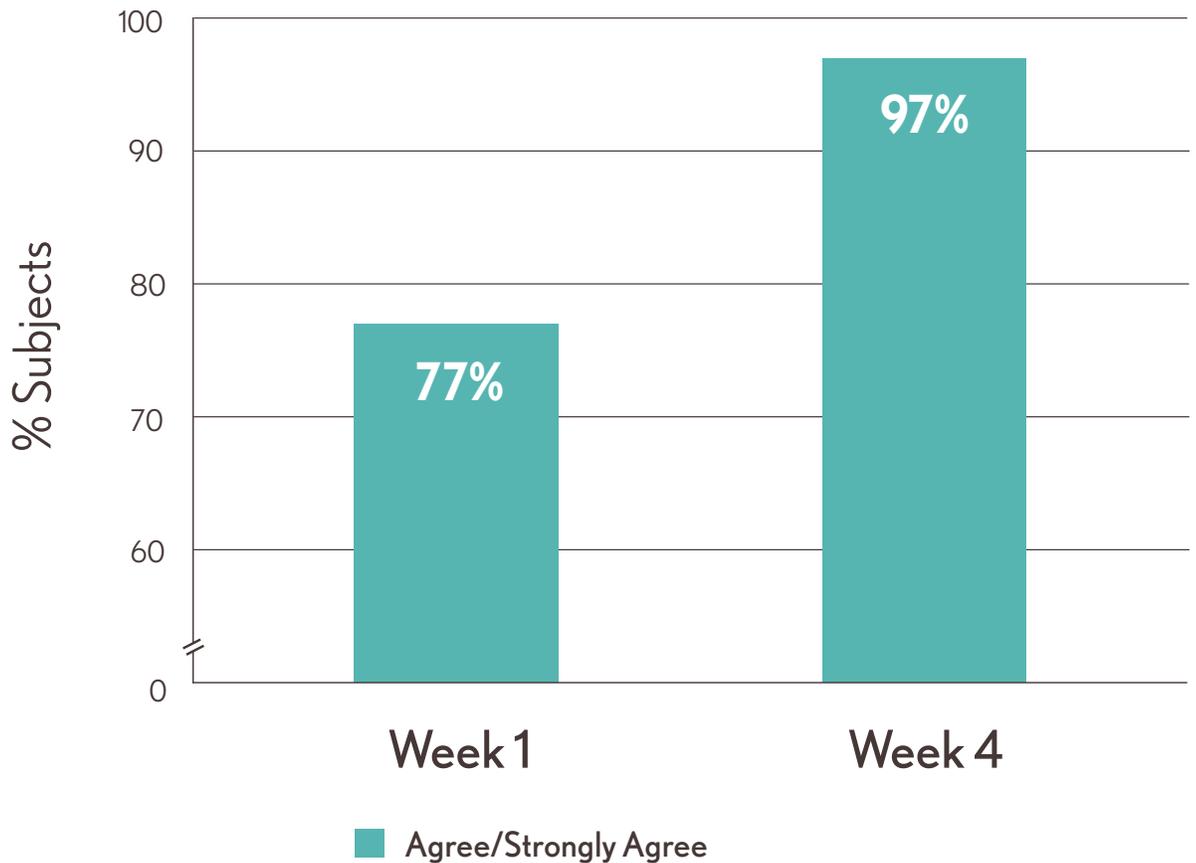
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# ADDRESSING ELEVATED SENSORY RESPONSE



Patients agreed: Facial skin was less irritated and more tolerant<sup>\*†‡</sup>



- 92% agreed: It instantly leaves skin feeling soothed<sup>‡</sup>
- 97% agreed: It helps make skin feel comfortable all day<sup>\*</sup>

<sup>\*</sup>Single-center, randomized, full-face (4 weeks in use) clinical study to investigate tolerance and efficacy on self-perceived sensitive skin subjects.

<sup>†</sup>N = 33, dry facial skin (determined by instrumental data), on self-perceived sensitive skin subjects.

<sup>‡</sup>Quantitative home use test (HUT) research with US consumers to substantiate claims for an Aveeno range of products.



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# ADDRESSING PSYCHOLOGICAL RESPONSE

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Patients reported feeling more confident about their facial skin <sup>\*3</sup>



**References:** 1. Draelos Z. Sensitive skin: perceptions, evaluation, and treatment. *Am J Contact Dermat.* 1997;8:67-78. 2. Zafiriou E, Angelopoulos NV, Zintzaras E, Rallis E, Roussaki-Schulze AV. Psychiatric factors in patients with sensitive skin. *Drugs Exp Clin Res.* 2005;31(suppl):25-30. 3. Data on file, Johnson & Johnson Consumer Inc. 4. Reynertson KA, Garay M, Nebus J, et al. Anti-inflammatory activities of colloidal oatmeal (*Avena sativa*) contribute to the effectiveness of oats in treatment of itch associated with dry, irritated skin. *J Drugs Dermatol.* 2015;14:43-48. 5. Kurtz E, Wallo W. Colloidal oatmeal: history, chemistry and clinical properties. *J Drugs Dermatol.* 2007;6:167-170.



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