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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. Moisturising dry, itchy skin in patients with skin of colour. JAAD 2004. 3. Shivek S et al. 1977-78. 4. Deane S and Cornwell M. British medical journal. 11 dermatology. Clinical Pharmacy and Therapeutics. 2003;28(2):22-28. 5. Health care and 2008-2009. 6. Dry skin study - February 2008 for 13 participants at West 2. 7. 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. 8. NICE. Dermatology. 7th edition. Chapter 16. 9. NICE. 2009. 10. NICE. 2009. 11. NICE. 2009. 12. NICE. 2009. 13. NICE. 2009. 14. NICE. 2009. 15. NICE. 2009. 16. NICE. 2009. 17. Results of a healthcare survey taken at the British Association of Dermatology Conference 2013 (n=27). UK/AV/14-1483

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