

Counselling customers about the AVEENO® Baby Range

Ask about the baby's main need to help tailor the choice to each customer's requirements



For a complete daily skin care routine, use AVEENO® Baby Dermexa Daily Emollient Cream after bathing

For long-lasting comfort at night, apply AVEENO® Baby Dermexa® Good Night Emollient Balm to help soothe dry, itchy feeling skin.



WWHAM pathway to counsel parents and carers about childhood eczema



Who is the patient?

- Up to 20% of children develop eczema, which typically emerges between 3 and 6 months of age.¹
- Eczema may be chronic or relapsing and may persist into adulthood.^{1,2}

What is the problem?

- The epidermis protects us from the environment, hinders access of irritants and allergens, and prevents excessive trans-epidermal water loss.³ In eczema, this barrier breaks down.
- Eczematous skin is less acidic than healthy skin. This makes eczematous skin prone to infections.^{1,2}

How does eczema present?

- Eczema's hallmarks include itch, inflammation, alterations in the skin's barrier function and an increased risk of skin infection.^{4,5}
- Eczema causes skin to become itchy, inflamed and red (lighter skin) or brown, purple, grey or ashen (darker skin).⁶
- Eczema is associated with several psychosocial issues among children and increases the risk of sleep disturbance.⁷

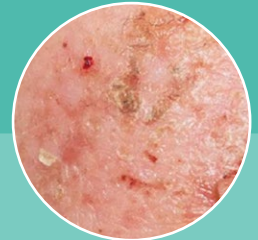
What Action should the parent or carer take?

- Eczema management aims at alleviating symptoms and ensuring long-term disease control by avoiding triggers, such as wool fabrics and detergents, and using moisturisers (commonly called 'emollients') 3-4 times a day, even when the child's skin seems healthy, to restore barrier function.^{1,8-10}
- Parents and carers should bathe their child once a day, which hydrates and cleanses the skin.⁴
- Parents and carers should have received clear instructions about managing flares following a stepped-care plan.¹⁰

What are the Medication choices?

- Offer a choice of unperfumed moisturisers to use every day for moisturising, washing and bathing.^{8,10}
- A typical child younger than 12 years should use about 250 g to 500 g of moisturiser each week.¹⁰
- Some children may need to try a number of products before they find the most suitable moisturisers.¹⁰

Clinical hallmarks of eczema



Dry and cracked



Itchy



Inflamed

References

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