





SKIN TYPE	 <b>DAILY CARE</b> Dry and delicate skin			 <b>DAILY CARE</b> Dry and delicate scalp	 <b>VERY DRY</b> SENSITIVE SKIN	 <b>ECZEMA PRONE</b> SKIN
<b>WHAT IS THEIR PRIMARY COMPLAINT?</b>	Need for a daily moisturiser that will keep skin hydrated for 24hrs.	Need for a gentle daily wash.	Delicate skin.	Looking for a hair care product that will cleanse and condition baby hair & scalp without drying it	Very dry and sensitive skin.	Skin is itchy and very dry. Skin may also be prone to eczema and experience flare-ups and itchy patches.
<b>SECONDARY COMPLAINT</b>	Wants 24hr moisturisation for baby skin. Baby skin may also be dry. Potentially seeking a product to help baby with bedtime routine.	Baby skin delicate and dry. Seeking a wash that will not further dry out the skin and gently cleanse, leaving skin feeling moisturised.	Looking for a wipe product that will cleanse baby skin without causing further dryness or irritation to sensitive skin.	Looking for a product to help save time at bathtime	Skin is dry and prone to irritation.	Tried a range of cosmetic creams and lotions, but nothing has been effective in providing long lasting relief. Products recommended are greasy, oily and do not absorb quickly.
<b>WHAT HAVE THEY DONE SO FAR?</b>	Visited a number of Grocer and high street retailers. Found the experience very confusing and unhelpful.	Tried a few different washes and brands. Most have dried out baby skin and left baby uncomfortable.	Tried a number of baby wipes which have further irritated or disagreed with delicate, sensitive skin.	Tried a few different shampoos and conditioners that disagreed with baby scalp and left hair dry and difficult to manage	Visited a number of Grocer and high street retailers. Found the experience very confusing and unhelpful.	Tried a number of cosmetic creams to help soothe the baby skin. However, baby skin still experiencing regular flare-ups, leaving baby uncomfortable with sore skin. Unhappy with current products being used for eczema prone skin. Emollients too greasy, wet and oily.
<b>WHAT DO THEY WANT?</b>	A product that will gently help protect and nourish normal to dry skin. May also want a product that gently cleanses & moisturises delicate baby skin.	A wash product that will gently cleanse and leave skin feeling moisturise. May also want a product that gently cleanses.	A wipe product that is suitable for skin that is dry or sensitive.	A product that will gently cleanse baby hair and scalp & leave it soft & easy to manage	Product to help calm baby's dry, irritation prone skin.	A product that is fast-absorbing. A product clinically proven to moisturise and immediately soothe the baby's dry, itchy skin.
<b>RECOMMENDATION</b>	<b>AVEENO<sup>®</sup> Baby</b> DAILY CARE HAIR & BODY WASH <b>AVEENO<sup>®</sup> Baby</b> DAILY CARE MOISTURISING LOTION <b>AVEENO<sup>®</sup> Baby</b> DAILY CARE WIPES <b>AVEENO<sup>®</sup> Baby</b> DAILY CARE GENTLE WASH	<b>AVEENO<sup>®</sup> Baby</b> DAILY CARE GENTLE BATH & WASH	<b>AVEENO<sup>®</sup> Baby</b> DAILY CARE WIPES	<b>AVEENO<sup>®</sup> Baby</b> DAILY CARE 2-IN-1 SHAMPOO & CONDITIONER	<b>AVEENO<sup>®</sup> Baby</b> SOOTHING RELIEF EMOLLIENT WASH <b>AVEENO<sup>®</sup> Baby</b> SOOTHING RELIEF EMOLLIENT CREAM	<b>AVEENO<sup>®</sup> Baby</b> DERMEXA EMOLLIENT CREAM <b>AVEENO<sup>®</sup> Baby</b> DERMEXA EMOLLIENT BALM <b>AVEENO<sup>®</sup> Baby</b> DERMEXA MOISTURISING WASH

# Aveeno<sup>®</sup> baby



<b>NORMAL TO DRY SKIN</b> Daily Care	<b>NORMAL TO DRY SKIN, FOR BEDTIME</b> Calming Comfort™	<b>DRY &amp; SENSITIVE SKIN</b> Soothing Relief	<b>ITCHY &amp; ALSO ECZEMA PRONE SKIN</b> Dermexa
Nourish, soothe & protect sensitive baby skin from the 1st use	Blended with soothing natural oat & calming lavender scent to help calm your baby before bedtime	Clinically proven to soothe baby's dry, irritable skin	Clinically proven to soothe & relieve very dry, itchy skin. Also suitable for eczema prone skin



Usage	DAILY					DAILY		THERAPEUTIC		THERAPEUTIC		
<b>Product Name</b>	AVEENO <sup>®</sup> Baby Daily Care Hair & Body Wash	AVEENO <sup>®</sup> Baby Daily Care Gentle Wash	AVEENO <sup>®</sup> Baby Daily Care Moisturising Lotion	AVEENO <sup>®</sup> Baby Daily Care Wipes	AVEENO <sup>®</sup> Baby Daily Care 2-in-1 Shampoo & Conditioner	AVEENO Baby Calming Comfort <sup>™</sup> Bedtime <sup>®</sup> Bath & Wash	AVEENO Baby Calming Comfort <sup>™</sup> Bedtime <sup>®</sup> Lotion	AVEENO <sup>®</sup> Baby Soothing Relief Emollient Wash	AVEENO <sup>®</sup> Baby Soothing Relief Emollient Cream	AVEENO <sup>®</sup> Baby Dermexa Moisturising Wash	AVEENO <sup>®</sup> Baby Dermexa Daily Emollient Cream	AVEENO <sup>®</sup> Baby Dermexa Good Night Emollient Balm
<b>Size Available &amp; RSP Price<sup>†</sup></b>	300ml, £ 5.99 500ml, £ 7.99	500ml, £ 5.99	150ml, £ 5.99 300ml, £ 7.99	72ct, £ 2.20 72ct 4-pack, £ 8.00 72 ct 12-pack, £ 22.00	300ml, £ 5.99	300ml, £ 5.99	200ml, £ 5.99	354ml, £ 8.50	200ml, £ 8.50	300ml, £ 9.99	200ml, £ 9.99	75ml, £ 9.99
<b>Main Ingredients</b>	Oat Extract	Prebiotic Colloidal Oatmeal + Aloe & Chamomile	Prebiotic Colloidal Oatmeal	Oat Extract and Aloe	Oat Extract	Natural Oat Extract. Lavender and Vanilla scent	Prebiotic Colloidal Oatmeal. Lavender and Vanilla scent	With Colloidal Oatmeal and Emollients	Triple Oat Complex* Vitamin E	Oat Extract (avenanthramides), Oat Oil, Colloidal Oatmeal & Ceramides	Oat Extract (avenanthramides), Oat Oil, Colloidal Oatmeal & Ceramides	Oat Extract (avenanthramides), Oat Oil, Colloidal Oatmeal & Ceramides

Products tested by Dermatologists and Pediatricians.

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<p style="text-align: center;"><b>NORMAL TO DRY SKIN</b> Daily Care</p> <p style="text-align: center;">Nourish, soothe &amp; protect sensitive baby skin from the 1st use</p>	<p style="text-align: center;"><b>NORMAL TO DRY SKIN, FOR BEDTIME</b> Calming Comfort™</p> <p style="text-align: center;">Blended with soothing natural oat &amp; calming lavender scent to help calm your baby before bedtime</p>	<p style="text-align: center;"><b>DRY &amp; SENSITIVE SKIN</b> Soothing Relief</p> <p style="text-align: center;">Clinically proven to soothe baby's dry, irritable skin</p>	<p style="text-align: center;"><b>ITCHY &amp; ALSO ECZEMA PRONE SKIN</b> Dermexa</p> <p style="text-align: center;">Clinically proven to soothe &amp; relieve very dry, itchy skin. Also suitable for eczema prone skin</p>
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