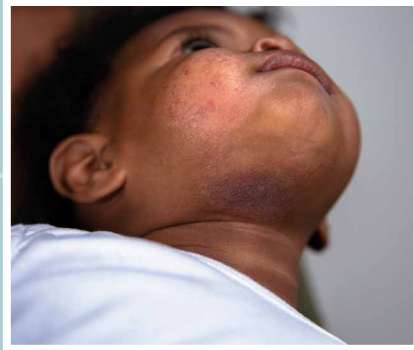


# Support for dry and eczema skin in infants

Aveeno<sup>®</sup>  
baby

In association with  
NATIONAL  
**ECZEMA**  
SOCIETY  
The National Eczema Society does not  
recommend or endorse any particular products



In **dark brown** and **black** skin tones, dry and eczema skin can look:

- Dark purple or grey
- Higher risk of post-inflammatory dyspigmentation



In **light brown** and **olive** skin tones, dry and eczema skin can look:

- Dark red/brown
- Discoid (circular) or follicular (around hair follicles) patterns may be more common



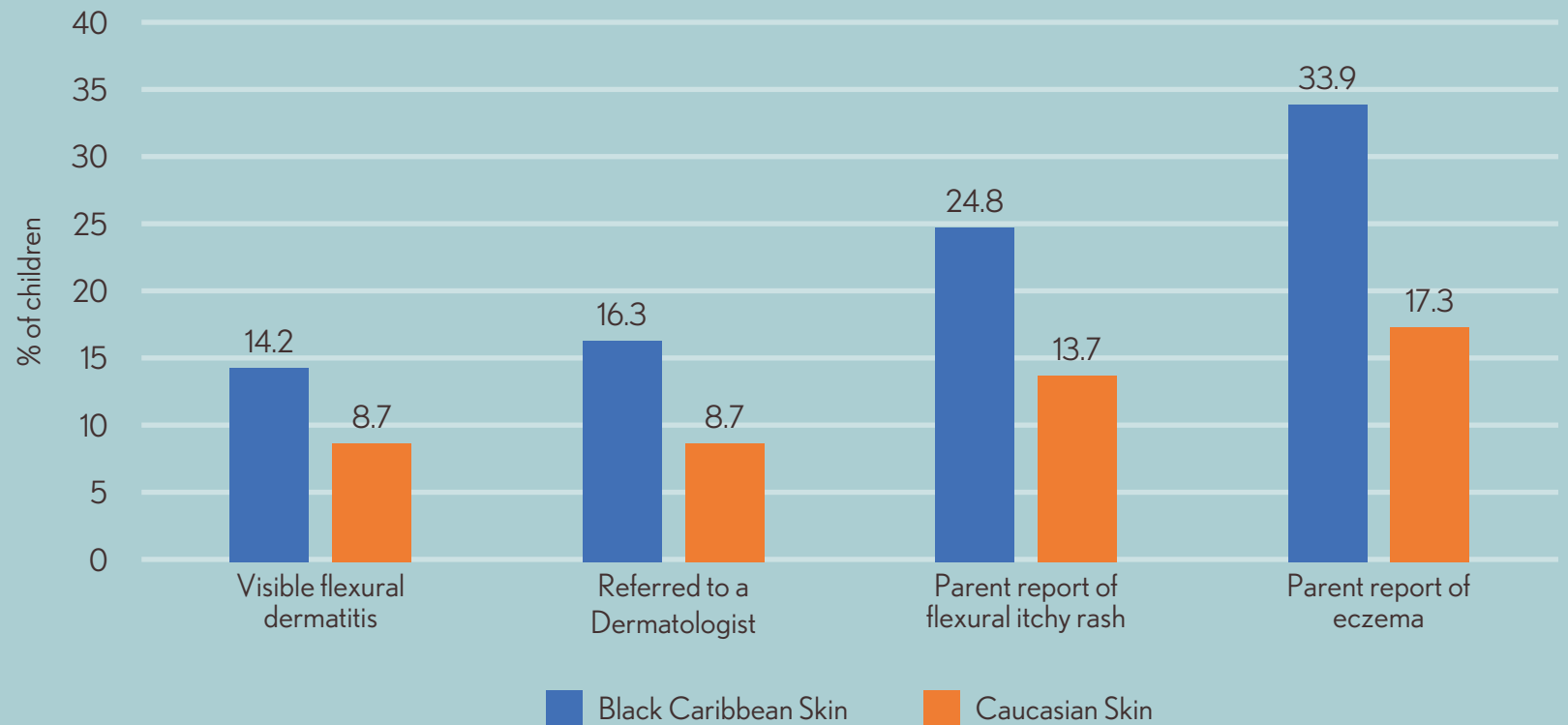
In **white** and **paler** skin tones, dry and eczema skin can look:

- Red
- Inflamed



## Eczema prevalence in children in London aged 3-11 years

Clinical trials have shown that eczema is more common in children from Black Caribbean backgrounds compared to those from Caucasian background.



### References:

Kaufman BP, Guttman-Yassky E, and Alexis AF Atopic dermatitis in diverse racial and ethnic groups—Variations in epidemiology, genetics, clinical presentation and treatment *Experimental Dermatology* 2018;27:340-357  
Williams HC, Pembroke AC, Forsdyke H et al London-born black caribbean children are at increased risk of atopic dermatitis *Journal of the American Academy of Dermatology* 1995;32:212-217  
NICE Atopic eczema in under 12s: Diagnosis and management Available at <https://www.nice.org.uk/guidance/cg57/resources/atopic-eczema-in-under-12s-diagnosis-and-management-pdf-975512529349> Accessed February 2021