

AVEENO SKIN RELIEF GENTLE SCENT™ Body Wash and Lotion

Scented Skincare with Proven Safety and Tolerability

While many consumers seem to enjoy using fragranced skincare products, and, in fact, the market for fragranced skin care products is large and growing, some patients have been advised by their dermatologists to avoid fragranced topical products. Indeed, allergic contact reactions to fragrance are frequently documented, and evidence suggests that they have been on the upswing. Fragrance mix was among the six allergens associated with increased incidence of positive reactions for the most recently reported study period (2011-2012).

Although many patients with “sensitive skin” have reported that they can tolerate certain fragranced products, dermatologists generally have made blanket recommendations against the use of fragranced products. With ingredient lists unclear and studies lacking, physicians have been unsure which fragranced products might be tolerated by their patients and which are most likely to cause symptoms like erythema, itching, burning, and dryness.

Now, however, dermatologists may feel comfortable recommending scented skin care products from a trusted and widely available brand: AVEENO SKIN RELIEF GENTLE SCENT™ Body Wash and Lotion have been shown to be well tolerated by patients. New data suggest that the scented formulations may be as tolerated as fragrance-free products when used by patients with a history of sensitivity to skincare products.

The availability of tolerable, scented skin care products is a welcome development in patient care, as such scented products may enhance the patient experience.

INTRODUCING THE AVEENO SKIN RELIEF GENTLE SCENT™ LINE

The AVEENO SKIN RELIEF GENTLE SCENT™ products were not developed with traditional chemical “fragrance” ingredients. Rather, the products were developed with skin conditioning ingredients that impart a coconut scent.



The products also contain colloidal oatmeal (*Avena sativa*), which has a proven history of use for calming the skin. In *in vitro* studies, extracts of colloidal oatmeal diminished pro-inflammatory cytokines as measured via anti-inflammatory and antioxidant assays. The same research team found that, *in vivo*, a lotion containing colloidal oat was found to provide significant clinical improvements in skin dryness, scaling, roughness, and itch intensity.² A recent study involving 50 healthy female volunteers showed that topically applied colloidal oatmeal may provide clinically effective benefits for dry and compromised skin by strengthening skin barrier.³

Two studies were conducted on AVEENO SKIN RELIEF GENTLE SCENT™ products—one to assess patient perceptions about the scented body wash and lotion regimen, and one to assess clinical skin improvements associated with use of the lotion.

One study was a single-center, randomized crossover, controlled, blinded four-week clinical use study that enrolled 89 subjects, aged 18 to 70 years. Subjects had a history of self-perceived sensitive skin and previous documented skin sensitivities to household or skin care products. The study compared the scented wash and lotion regimen to a leading fragrance-free regimen. Subjects completed weekly self-assessment questionnaires.⁴

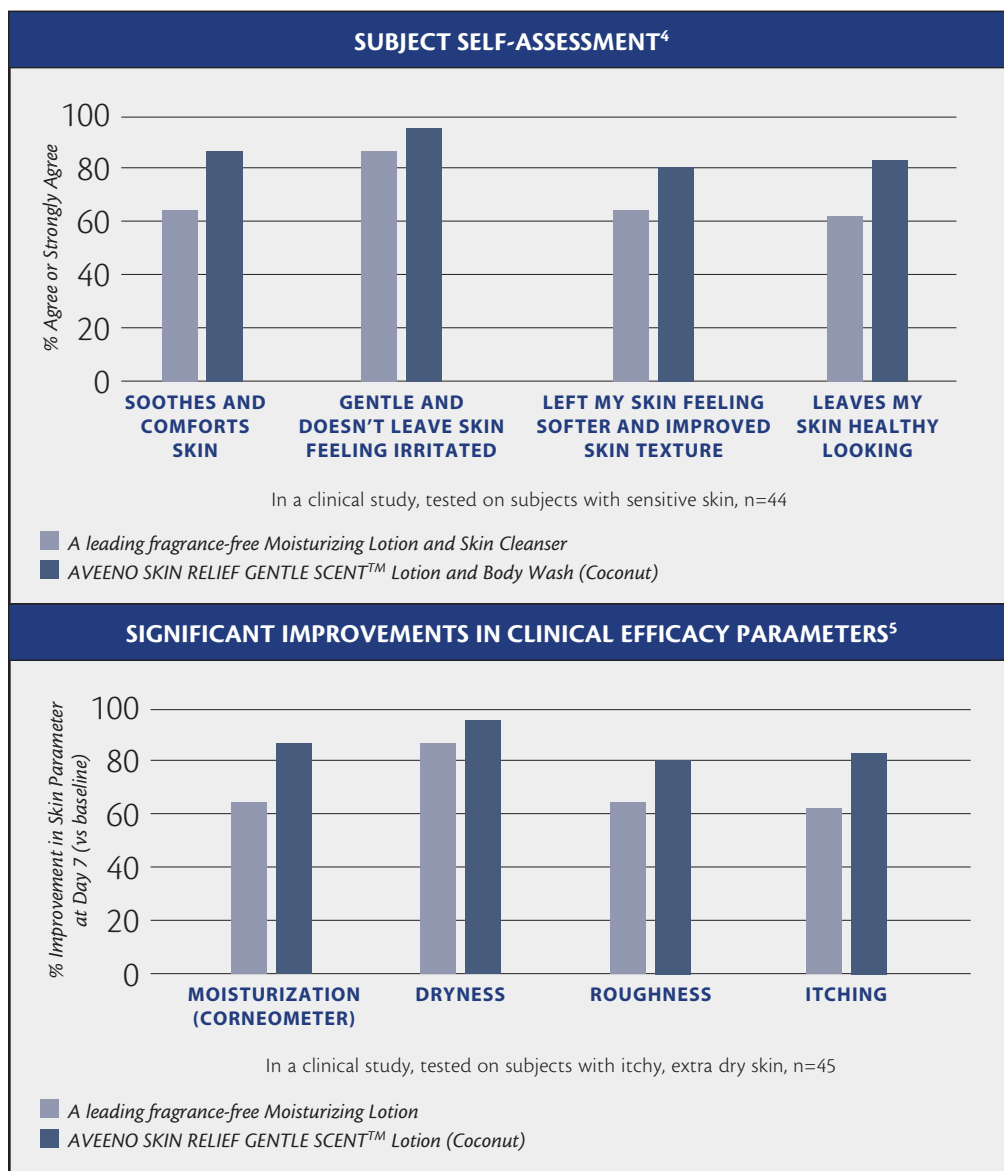
The coconut colloidal oatmeal therapeutic scented wash and lotion regimen was as well tolerated as the fragrance-free regimen, based on statistical analysis of the clinical assessments. Furthermore, on self-assessments, subjects rated the scented products higher for comforting, soothing, and gentleness to the skin, compared to a leading fragrance-free therapeutic body wash and lotion regimen.

There were no product-related adverse skin events associated with use of the scented regimen.

Overall, subject assessments showed that users preferred the scented products over the non-scented ones. The AVEENO SKIN RELIEF GENTLE SCENT™ lotion and AVEENO SKIN RELIEF GENTLE SCENT™ body wash regimen was found to be as effective as the fragrance-free regimen. The coconut colloidal oatmeal therapeutic scented wash and lotion regimens provide beneficial therapeutic moisturization.

On final self-assessment questionnaires, subjects with sensitive skin rated the scented colloidal oatmeal regimen higher for many aesthetic attributes when compared to the fragrance-free competitor.

Another study on subjects with itchy, moderate to severe dry skin showed daily use of the coconut scented lotion was



associated with statistically significant improvement in moisturization (measured via corneometry), dryness, roughness, and itching, at Day 7, compared to the leading fragrance-free lotion.⁵ ■

1. Warshaw EM, Maibach HI, Taylor JS, et al. North American contact dermatitis group patch test results: 2011-2012. *Dermatitis*. 2015 Jan-Feb;26(1):49-59.
 2. 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 Jan;14(1):43-8.
 3. Ilnytska O, Kaur S, Chon S, Reynertson KA, Nebus J, Garay M, Mahmood K, Southall MD. Colloidal Oatmeal (Avena Sativa) Improves Skin Barrier Through Multi-Therapy Activity. *J Drugs Dermatol*. 2016 Jun 1;15(6):684-90.
 4. Data presented in poster format at the Annual Meeting of the American Academy of Dermatology, March 2016. Nebus J, Smith H, Tierney N, Fowler J. Colloidal Oatmeal Therapeutic Scented Lotion and Wash Clinically Shown to Be As Well Tolerated and Gentle to Sensitive Skin As a Fragrance-Free Therapeutic Lotion and Creamy Wash.
 5. Data on File. Johnson & Johnson Consumer Inc.