

AVEENO® Eczema Therapy ITCH RELIEF BALM: Assessing An OTC Option to Manage Itch

Itch is a hallmark of skin dryness and associated with many dermatologic skin conditions, including eczema.¹ It can have a significant impact on affected patients' quality of life.² Pruritus is linked to sleep disruption and daytime distraction.² Repeated scratching may actually exacerbate itch and can induce skin damage that can lead to additional negative consequences for the skin.³

Analysis shows that patients frequently indicate that itch is associated with functional and relationship/social effects. Patients also commonly say that they are self-conscious or embarrassed by itch.⁴ Despite these findings, the same analysis showed that the quality of life effects of itch have not been extensively investigated, nor is itch always addressed during clinical encounters.⁴ In light of these findings, it is essential that dermatology care providers be prepared to recommend to their patients an effective OTC intervention to help manage itch associated with eczema.

Now available over the counter, Aveeno® Eczema Therapy Itch Relief Balm is formulated specifically to address itch. The product contains 1% colloidal oatmeal (*Avena sativa*), which has long been recognized as offering calming effects for the skin. In vitro studies have confirmed that extracts of colloidal oatmeal diminish pro-inflammatory cytokines, as measured via anti-inflammatory and antioxidant assays. In vivo research has also shown that a lotion containing col-



loidal oat was able to provide significant clinical improvements in skin dryness, scaling, roughness, and itch intensity.⁵ A recent study involving 50 healthy female volunteers suggests that colloidal oatmeal may have strengthening effects on the skin barrier, elucidating one of the ways that topically applied *Avena sativa* extracts may offer clinically effective benefits for dry and compromised skin.⁶

Aveeno® Eczema Therapy Itch Relief Balm contains a high level of glycerin, which is known to moisturize/condition the skin. The formula contains base ingredients that are less greasy/oily than those in petrolatum. It is fragrance free, paraben free, steroid free, and allergy tested.

CLINICAL BENEFITS

A study was undertaken to evaluate the efficacy of Aveeno® ACTIVE NATURALS® Eczema Therapy Itch Relief Balm with 1% colloidal oatmeal in adults and children with mild-to-moderate atopic dermatitis (AD).

Fifty-two adults and children aged 12 or older with mild to moderate atopic dermatitis (score 3.0 and 7.5 inclusive per Rajka-Langeland severity index) and mild-to-moderate itch (VAS Itch Assessment = 4.0) completed this multi-center, seven-day, randomized (3:1), evaluator-blinded, two-arm clinical study.

Primary endpoints were Itch Assessment (10-cm VAS scale) at Baseline, immediately post-application, at various

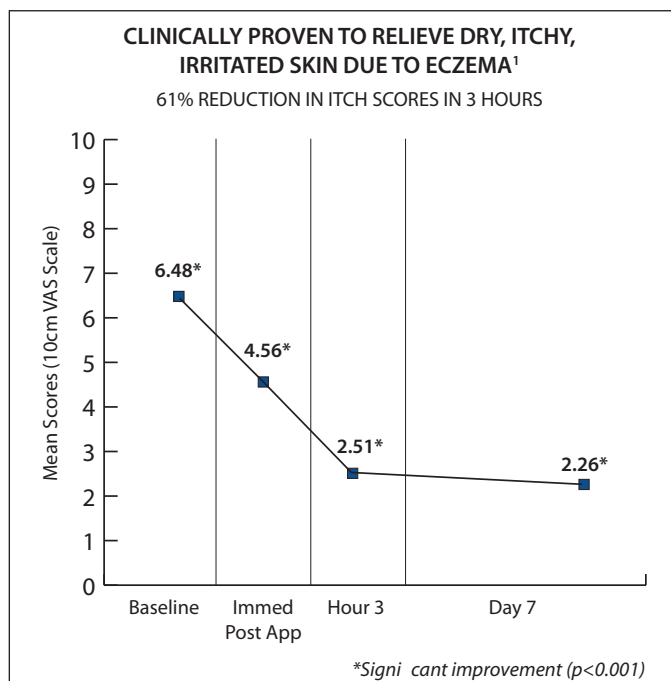


Figure 1

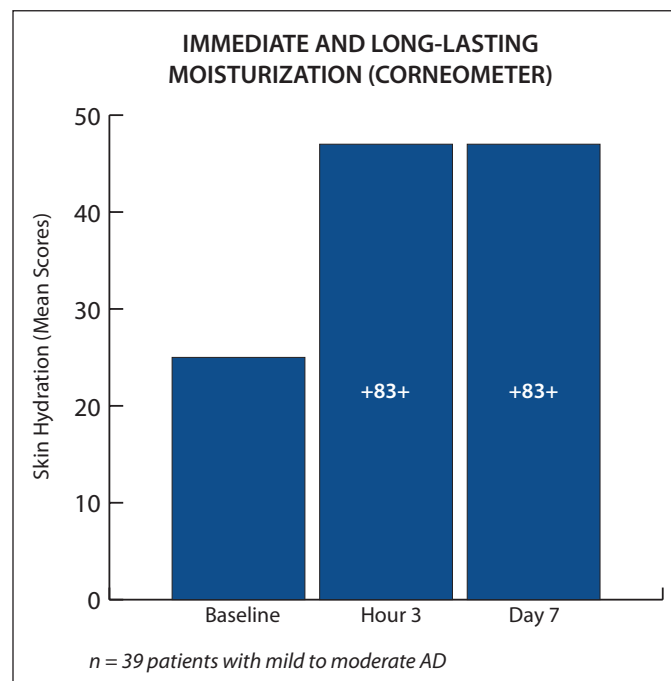


Figure 2

timepoints post-application, and Day 7. Secondary endpoints were Corneometer readings at baseline, immediately post-application, at various timepoints post-application, and Day 7. Additionally, participants completed questionnaires at baseline, immediately post-application, at various timepoints post-application, and Day 7.

Results showed a 61 percent reduction in itch scores three hours after application of the balm ($p < 0.001$). At Day 7, after twice a day use subjects using Aveeno® ACTIVE NATURALS® Eczema Therapy Itch Relief Balm had a sustained 65 percent reduction in itch. (Figure 1)

The moisturizing effects of Aveeno® ACTIVE NATURALS® Eczema Therapy Itch Relief Balm were documented via corneometry readings. At three hours after application of the balm, subjects had an 83 percent increase in skin moisturization, which was maintained with product usage through Day 7. (Figure 2)

Patient assessments at Day 7 revealed that 75 percent of those using Aveeno® ACTIVE NATURALS® Eczema Therapy Itch Relief Balm felt that they slept better at night. Subjects also reported that they felt they were less distracted by their itchy skin.

A PRACTICAL OPTION

Itchy skin is a distraction for patients that can keep them up at night and can impact other aspects of their daily life. Worse,

it can encourage scratching that leads to skin damage and encourages a continuous cycle in many skin conditions. Yet itch may not be discussed in clinical encounters, or dermatology providers may not be prepared to offer solutions to their patients.

Aveeno® Eczema Therapy Itch Relief Balm is widely available over the counter for the management of itch associated with eczema. Using the calming benefits of *Avena sativa*, it is shown to provide rapid improvements in itch and in skin moisturization. The fragrance free, paraben free, steroid free, and allergy tested formulation with a high concentration of glycerin may be a suitable option for many patients with itchy skin. ■

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