

Help restore balance to sensitive skin

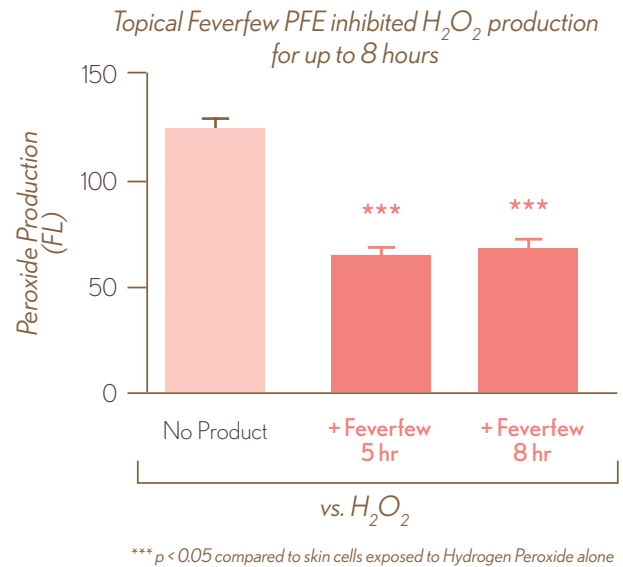
Feverfew

- Feverfew is a natural ingredient, long known for its soothing properties
- Patented composition containing purified feverfew reduces parthenolide while preserving its antioxidant and anti-irritant components

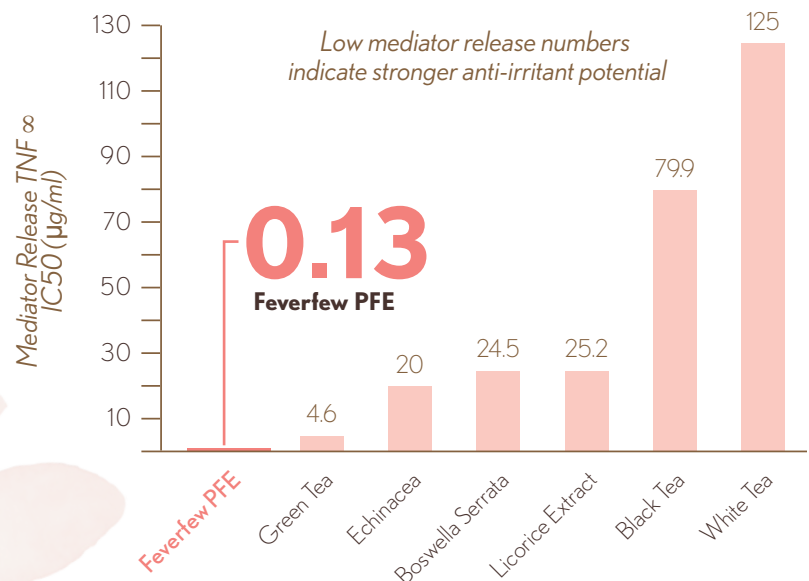


Feverfew is a potent antioxidant¹

In this study, volar forearms of subjects were topically treated with a lotion containing Feverfew PFE. Skin cells of the treated sites were removed by tape stripping and assessed for peroxide production after challenge with a 0.03% H₂O₂. Feverfew reduced production of free radicals up to 8 hours post-topical application.



More effective anti-irritant properties than other botanical extracts[†]



1. Martin K, Sur R, Liebel F, Tierney N, Lyte P, Garay M, Oddos T, Athonavage M, Shapiro S, Southall M. Parthenolide-depleted Feverfew (*Tanacetum parthenium*) protects skin from UV irradiation and external aggression. Arch Dermatol Res. 2008; 300:69-80.

† In vitro testing, data on file.

Help restore balance to sensitive skin

Specially formulated with Calming Feverfew® and Nourishing Oat · Gentle enough for everyday use on sensitive skin



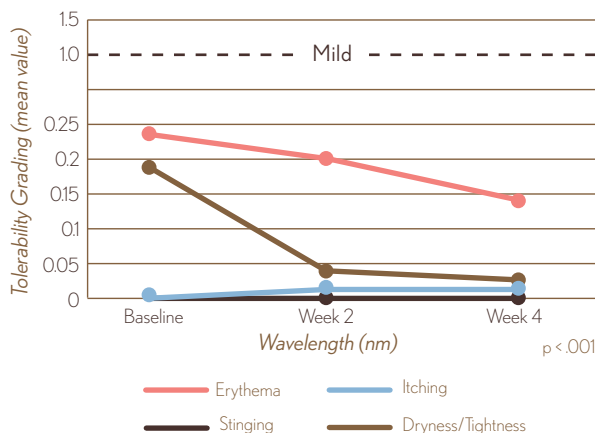
Oil-free, Soap and fragrance-free,
Noncomedogenic, Hypoallergenic

NEW Our first gel cleanser with AVEENO® Polymeric Cleansing System

Gently cleanses and hydrates sensitive skin without compromising the skin's moisture barrier.¹

Well tolerated and suitable
for sensitive skin

No significant changes in tolerability



Significant improvement in the
appearance and feel of skin
at 4 weeks (self-assessment)

- 91%** Effectively removes dirt, oil and makeup
- 89%** Leaves my skin feeling soft
- 98%** Leaves my skin feeling smooth
- 98%** Gentle to my skin for daily use
- 80%** Helps keep my skin hydrated

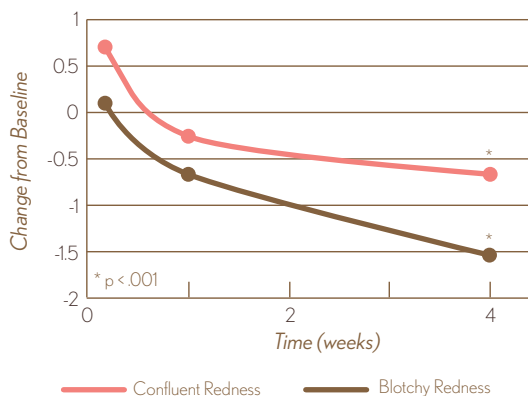
NEW Daily Moisturizer Broad Spectrum SPF 30 with 100% mineral sunscreen



Oil and fragrance-free,
Noncomedogenic, Hypoallergenic

Clinically shown to reduce the appearance of
redness and irritated, dry skin¹

Dermatologist Assessment: Reduction in Redness



Calms and soothes in just 1 week¹

Subject Self-Assessment: Improvements in the
Appearance and Feel of Skin

