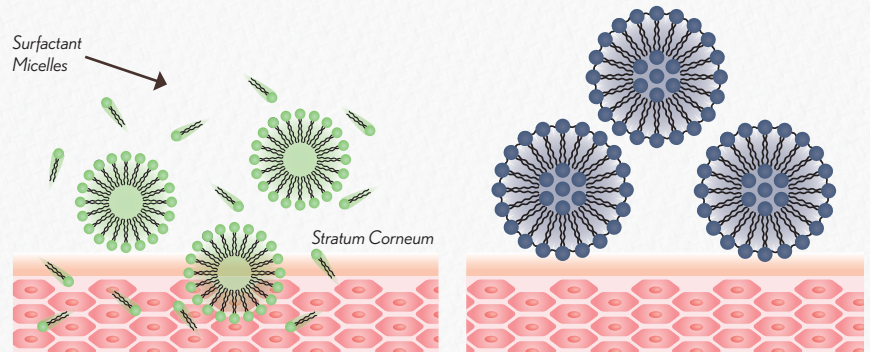


Our Most Gentle Cleansing Technology Ever

Aveeno
ACTIVE NATURALS®

Patented polymeric cleansing system provides superior mildness and skin barrier preservation

- Naturally-derived, starch-based polymeric surfactant gently cleanses without over-drying or irritating skin
- Helps preserve skin's natural moisture barrier as it cleanses
- Readily biodegradable and environmentally friendly



TRADITIONAL SURFACTANTS

Traditional cleansers can compromise the structure and function of the skin barrier, leading to inflammation and irritation

AVEENO® PATENTED POLYMERIC CLEANSING SYSTEM

Due to their large molecular size, polymers minimize surfactant penetration into the skin



For nourished, healthy- looking skin with every wash

- Combines skin soothing ACTIVE NATURALS® Colloidal Oatmeal and rich emollients
- Formulated to gently cleanse and soothe itchy, dry skin
- Gentle enough for everyday use on sensitive skin
- Fragrance free, dye free, soap free, hypoallergenic

97% said it **leaves skin soft and smooth***

97% felt it was **gentle and mild** to their skin*

94% said it leaves **skin moisturized***

*Patient self-assessment of AVEENO® Skin Relief Fragrance Free Wash, data on file.