

# BABY BASICS

## Oatmeal Is The Natural Choice For Baby Products

(NAPSA)—Oatmeal is more than just a first food for many babies—it has also been used therapeutically for thousands of years to cleanse, moisturize and soothe the skin. Colloidal oatmeal, a mixture of naturally occurring components within the oat seed, is a favorite ingredient in a variety of skincare products for adults and babies.

Many moms have had a positive experience using products containing colloidal oatmeal on their own skin and know firsthand just how soothing they can be. So it is a natural choice when caring for their babies. AVEENO® Diaper Rash Cream with natural colloidal oatmeal helps soothe diaper rash, and a colloidal oatmeal bath helps relieve itchiness and dryness associated with eczema. As a gentle cleanser for delicate, easily irritated skin, colloidal oatmeal also helps moisturize, leaving the skin feeling softer and smoother.

When you consider that 84 percent of moms bathe their children five to six times a week, 70 percent use baby lotion to protect their baby's skin, and at least 84 percent of babies experience at least one incidence of diaper rash, caring for baby's delicate skin is more important than ever.

With this in mind, AVEENO® Baby offers a complete line of hypoallergenic skincare products



**When it comes to caring for tender baby skin, it's only natural that some moms turn to oatmeal.**

containing oatmeal for babies, to make it easier for moms to avoid drying out or irritating baby's delicate skin or to help protect against diaper rash. Included in the line are Baby Wash & Shampoo, Daily Moisture Lotion and Diaper Rash Cream.

For example, AVEENO® Baby Wash & Shampoo is a soap-free, tear-free wash with natural oat extract, to gently cleanse the skin without drying. AVEENO® Baby Daily Moisturizing Lotion with a skin protectant, natural colloidal oatmeal and rich emollients helps prevent chafing and chapping while it moisturizes. AVEENO® Diaper Rash Cream helps soothe diaper rash while it treats.

For more information, visit [www.aveeno.com](http://www.aveeno.com).