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Aveeno advertisement.

[s.l.]: [s.n.], 1956

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WHY COLLOID BATHS FOR THE ECZEMAS ?

The pruritus of eczema, and particularly of atopic dermatitis, is possibly as severe as any that will be encountered in pediatric practice.¹ Exacerbation or infection of lesions by scratching is so common that restraints are often necessary.

Local hydrocortisone has not been found to be of measurable value for relief of itching.² A similar criticism has been made of topical antihistamines, which are also "highly sensitizing."³ Overtreatment dermatitis may occur as a result of a multiplicity of topically applied drugs,¹ and systemic toxic reactions may result from drugs applied over a large area, particularly in the infant. A rebound phenomenon is often observed after stoppage of steroid medication, with a renewal of the eczema that is more acute than the original case.⁴ Finally, suppression of adrenal function by systemic steroid therapy is no small problem.⁵⁻⁸

Considering these and other factors, colloid bath therapy is increasingly used as a safe and effective adjunct to the total therapy of the eczemas. Regarding allergic infantile eczema, Crawford⁹ states: "Colloid baths relieve the itching for short periods of time and are most useful before bedtime . . . A good commercial oatmeal preparation is Aveeno." In acute atopic dermatitis, Senear and Haeblerlin¹⁰ consider Aveeno Colloid Baths to be "very useful as basic wet therapy." A good rule-of-thumb, according to these authors, is "*the wetter the inflammation, the wetter the treatment . . . for in the presence of exudation of the skin most applications except wet ones are floated away and they either do nothing or aggravate the condition.*"

A companion product to Aveeno Colloidal Oatmeal is Aveeno "Oilated." This product contains, in addition to colloidal oatmeal, 35% oils for extra emolliency. Aveeno "Oilated" colloidal *emollient* baths are indicated in dry, chronic dermatoses where additional softening and lubricating effects are desired . . . and to offset the discomfort of crusting and scaling.

TWO TYPES OF COLLOID BATHS FOR ALL STAGES OF THE ECZEMAS

. . . for acute, inflamed skin

AVEENO® Colloidal Oatmeal

Available in 18 oz. and 4 lb. boxes

. . . for dry, chronic skin

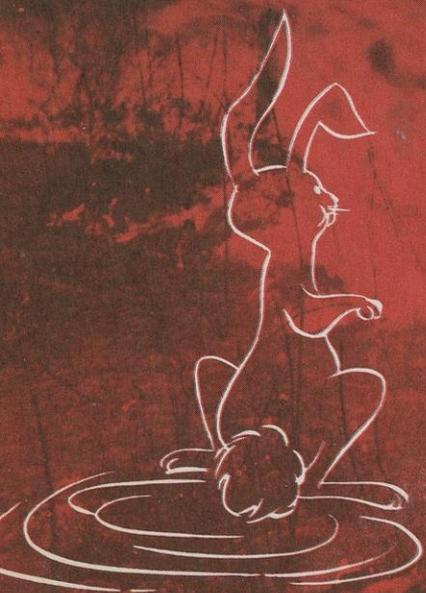
AVEENO® "OILATED"

Available in 10 oz. cans.

References: 1. Sternberg, T.H. and Newcomer, V.D.: *Am. Pract. & Digest. Treat.* 6:1102 (July) 1955. 2. Robin, M. and Kopecs, J.G.: *J. Invest. Dermat.* 29:91 (Aug.) 1957. 3. Leider, M. *Practical Pediatric Dermatology*. St. Louis, C. V. Mosby Company, 1956, p. 210. 4. Bookman, R.: *J.A.M.A.* 159:1275 (Nov. 26) 1955. 5. Nicholas, J.A., et al.: *J.A.M.A.* 164:261, 1956. 6. Breed, E.S.: *M. Clin. North America*, May 1957. 7. Howland, W.S., et al.: *J.A.M.A.* 160:1271, 1956. 8. Salassa, R.M. et al.: *J.A.M.A.* 152:1509, 1953. 9. Crawford, L.V.: *J. Pediatrics* 53:99 (July) 1958. 10. Senear, F.E. and Haeblerlin, J.B., Jr.: in *M. Clin. North America*, March 1958. Philadelphia, W. B. Saunders Company, 1958, pp. 489-496. 11. Dick, L.A.: To be published.

put
out the
fire
of
DIAPER SCALD *
with
AVEENO
OINTMENT

(the soothing colloidal oatmeal ointment)



* highly inflamed, weeping diaper rash

Soothing

Ten years of clinical experience and an extensive bibliography have established the value of Aveeno Colloidal Oatmeal as a protective antipruritic and soothing agent for inflamed skin.¹⁻⁴

Absorbent

The excellent absorbent quality of the colloidal oatmeal in Aveeno Ointment helps remove irritating exudates from the skin and promotes healing even in severe cases of diaper rash.

Antibacterial

Hexachlorophene effectively inhibits the growth of *B. Ammoniacus* . . . the major cause of ammoniacal diaper rash.

Protective

Aveeno Ointment provides both the protective benefits of a paste and the soft, creamy properties of an ointment.

Other Indications: Itching or irritated skin conditions where soothing protection is desired — chafing, rectal itching, exanthems, non-specific dermatoses.

Active Ingredients: Aveeno® Colloidal Oatmeal, zinc oxide, and hexachlorophene (0.5%) in an emollient base.

Available in 1 oz. and 4 oz. tubes.

References: 1. Seneor, F. E., and Haerberlin, J. B., Jr.: in *M. Clin. North America*, March 1958, Philadelphia, W. B. Saunders Company, 1958, pp. 489-496. 2. Crawford, L. V.: *J. Pediatrics* 53:99 (July) 1958. 3. Franks, A. G.: *Am. Pract. & Digest Treat.* (in press). 4. Smith, G. C.: *J. South Carolina M. A.* 54:282 (August) 1958.

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