

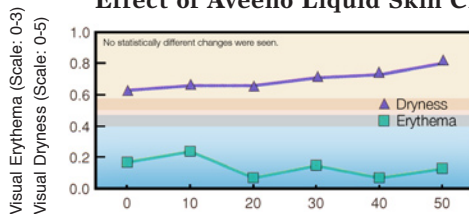


# Now, kids with dry skin are ready to wash up.

**Recommend liquid Aveeno Gentle Skin Cleanser for infants and children with dry, delicate skin conditions.**

- Extra mild, soap-free formula effectively cleanses.
- Combines natural oatmeal with three different moisturizers.
- Ideal for dry skin associated with such conditions as atopic dermatitis.
- Free of fragrances, parabens and dyes that can cause allergic reactions.
- Hygienic pump eliminates messy bar soaps.
- Noncomedogenic.

## Effect of Aveeno Liquid Skin Cleanser on skin.



Number of hand washings.

Recent clinical results with adults show that even exaggerated use (hands were washed 10 times daily for 5 days) Aveeno Gentle Skin Cleanser does not cause statistical changes in visual dryness or erythema.



**Aveeno®**  
Is Soothing Therapy.

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