

If you have a question about our products, please take a look at our Frequently Asked Questions, to see if these help prior to contacting us:

[What are naturally active ingredients?](#)

Naturally active ingredients are derived from nature and are processed in such a way that the beneficial skincare properties are preserved.

[How long has the AVEENO® brand used naturally active ingredients in its products?](#)

The unique story of the AVEENO® brand began back in 1945. In conjunction with the Mayo Clinic in America, the Musher brothers' experimentation with raw cereals led to the discovery of a natural bath additive containing 100% colloidal oatmeal, known for its natural ability to hold in moisture and relieve dry, irritated skin. We are always on the hunt for new ingredients and products that better serve you and your family.

[Where can I buy your products?](#)

Please see our Where to Buy page for a full list of retailers of AVEENO® products.

[What are the skin care benefits of oatmeal?](#)

- Soothers: oatmeal has a soothing action on sensitive, irritable skin
- Cleanses: the oat particles adhere to dirt and dead skin cells allowing them to be washed away
- Moisturises: restores moisture to dehydrated skin
- Buffers: helps return skin to normal pH levels
- Protects: creates a protective film on the surface of the skin

[What causes dry skin?](#)

When skin is dehydrated, the water content of the very top layer of skin is reduced, causing the skin cells to shrink. This shrinkage creates many of the familiar symptoms of dry skin, including itching, scaling, loss of elasticity and tightness. Scratching further damages the skin, leaving it vulnerable to infection. Some causes of dry skin include:

- Overheated rooms
- Low humidity
- Cold winter air
- Excessive sun
- Too much soap and water, which washes away natural oils
- Cleansing in hot water

[Is there a special moisturiser to care for extra dry skin on my body in the winter?](#)

The decreasing humidity and colder temperatures of winter can make your skin dryer than usual.

AVEENO® Skin Relief Moisturising Lotion is specially formulated to relieve and protect extra dry skin, and is clinically proven to moisturise for a full 24 hours.

[Are any AVEENO® products suitable for use on babies?](#)

Yes, AVEENO® Cream and Lotion are suitable for adults and babies from three months.