

Patient Compliance to a Skincare Regimen:

Subject Experience with AVEENO SKIN RELIEF GENTLE SCENT® Moisturizing Lotion (Coconut) and AVEENO® Skin Relief Fragrance Free Moisturizing Lotion (Unscented)

It's been said many times in dermatology that the best product to recommend to a patient is the one that he or she will actually use. While that certainly makes sense at face value, the reality of patient care is that it can be difficult to predict which product or products any given patient will use. Even when a formulation is effective at improving symptoms, such as skin dryness or itch, patients may become non-compliant for any number of reasons.

When it comes to recommending products that address skin itch, roughness, and dryness, data may help dermatologists feel more confident in their product suggestions. A study of AVEENO SKIN RELIEF GENTLE SCENT® Moisturizing Lotion and AVEENO® Skin Relief Fragrance Free Moisturizing Lotion shows the benefit of the formulations for improving skin symptoms and confirms patient compliance with continued product use.

THE STUDY

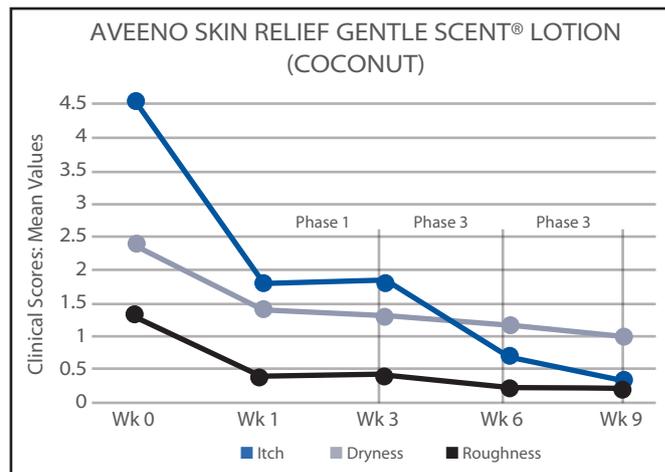
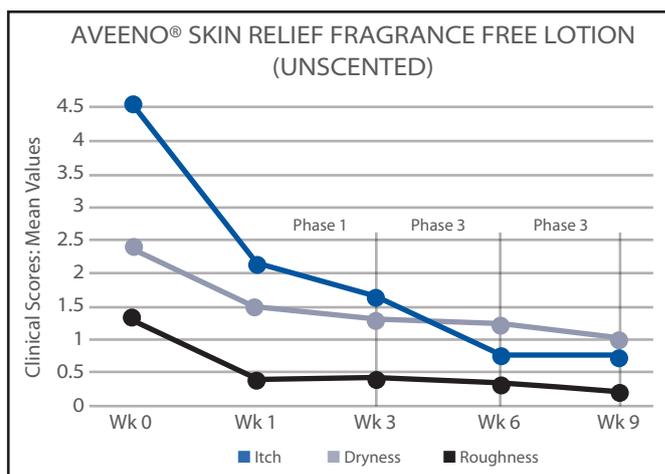
A single-center, evaluator blinded, randomized, nine-week clinical study was undertaken to evaluate the usage rates of a scented versus a fragrance free body lotion. Additionally, the study aimed to determine whether increased lotion use leads to improved efficacy for parameters of moisturization and itch.

Sixty-one females with moderate to severe dry skin with mild to moderate itch (Fitzpatrick Skin Types I-IV) completed the study. Subjects were adults, between the ages of 18 and 60. Test products included AVEENO SKIN RELIEF GENTLE SCENT® Moisturizing Lotion (Coconut) and AVEENO® Skin Relief Fragrance Free Moisturizing Lotion (Unscented).

Subjects were assigned to use AVEENO® Skin Relief Fragrance Free Body Wash in place of their normal body cleanser throughout the entire study period.

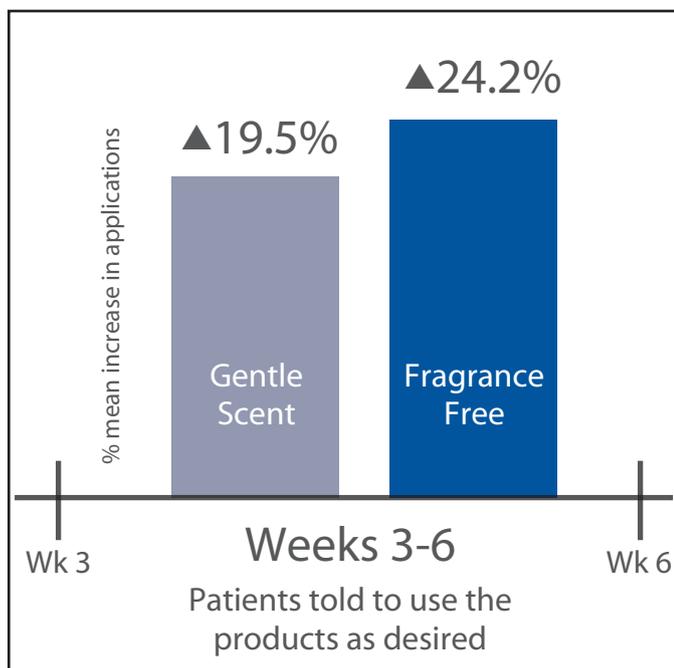
The nine-week study period was split up into three phases. During Phase 1 (Weeks 0 to 3), Subjects were given a body lotion (Study product) to apply on legs and body twice daily. During Phase 2, (Weeks 3 to 6) subjects continued using the same study product, however, there was no fixed regimen. Subject were free to apply product as often as they wished.

For the final phase (Phase 3, Weeks 6 to 9), subjects were



given the option either to continue using the study product or to switch to any other marketed lotion, with no fixed usage regimen.

Efficacy was measured based on Clinical Efficacy Grading, skin conductance (Skicon 200EX Measurements), and Subject Self-Assessment Questionnaires. Questionnaires were completed at the end of each phase and at the conclusion of the study.



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Both lotions provided significant improvements in clinical parameters of itching, dryness, roughness and scaling in Phase 1 (Week 3 vs Baseline). When comparing Phase 3 to Phase 1, there were significant additional improvements in itch, dryness, roughness, and scaling for both lotions.

Results showed that product application increased when the restriction to twice-daily application was lifted. Significant percentage increases in mean application were seen when comparing Phases 2 and 3 to Phase 1.

With just three weeks of use, both Aveeno® products were associated with increases in skin moisturization. SKICON measurements showed significant increases in moisturization at Week 3, compared to Week 0.

Subjects noted significant improvements for all parameters in Phase 1. Significant improvements in various individual parameters were perceived during Phase 2 and Phase 3 when compared to Phase 1 data for both the scented and unscented products.

In Phase 3, when subjects had the option to switch to any marketed moisturizer of their choice, 9 out of 10 chose to continue using AVEENO® SKIN RELIEF products.

RECOMMENDATIONS

Taken together, these findings suggest a potentially high rate of acceptance and long-term compliance for both AVEENO SKIN RELIEF GENTLE SCENT® Moisturizing

Lotion (Coconut) and AVEENO® Skin Relief Fragrance Free Moisturizing Lotion (Unscented). It is worth noting that subjects actually increased application of the products when given the opportunity to do so. When subjects were no longer restricted to using the products just twice per day, the increase in mean applications was associated with a greater improvement in various clinical parameters.

Of additional significance, the majority of subjects continued to use AVEENO SKIN RELIEF GENTLE SCENT® Moisturizing Lotion and AVEENO® Skin Relief Fragrance Free Moisturizing Lotion through the full nine-week study period, even when given the opportunity to switch brands. During the final three-week phase, an impressive 9 out of 10 patients stayed with AVEENO®.

For clinicians recommending skincare to their patients with rough, dry, or itchy skin, the results of this nine-week study indicate that AVEENO SKIN RELIEF GENTLE SCENT® Moisturizing Lotion and AVEENO® Skin Relief Fragrance Free Moisturizing Lotion are beneficial products to recommend. In addition to demonstrated clinical benefit, the products have a high rate of patient acceptance and compliance, key factors to maintaining and increasing long-term symptom improvement. ■

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