

# 3 SIMPLE STEPS TO CARE FOR ECZEMA-PRONE SKIN

**CeraVe®**  
DEVELOPED WITH DERMATOLOGISTS

Eczema causes dry, itchy, inflamed skin. Some types—like atopic dermatitis—may be linked to factors such as genetics, environmental triggers, and a weakened skin barrier.<sup>1</sup> Support your skin barrier with ceramide-containing skincare and help keep moisture in.



STEP 1



STEP 2



STEP 3

## CLEANSE

DAILY

Use lukewarm water and a gentle, fragrance-free cleanser.

- CeraVe Hydrating Facial Cleanser
- CeraVe Baby Wash & Shampoo

## MOISTURIZE

RIGHT AFTER CLEANSING

Apply moisturizer right after bathing to lock in hydration. Use a thicker cream after bathing and a lighter lotion for daytime touch-ups.

- CeraVe Moisturizing Cream
- CeraVe Daily Moisturizing Lotion
- CeraVe Baby Moisturizing Cream
- CeraVe Baby Moisturizing Lotion
- CeraVe Baby Eczema Relief Cream

## PROTECT

AS NEEDED

Add a thin layer of ointment on exposed or friction-prone areas for extra comfort.

- CeraVe Healing Ointment
- CeraVe Baby Healing Ointment

## HELPFUL TIP

Keep a mini moisturizer or ointment in your bag for quick touch-ups!



## AVOID TRIGGERS

- Fragrance or dye in soaps/detergents
- Rough fabrics (like wool)
- Overheating or sweating
- Stress
- Low humidity

†IQVIA, ProVoice Survey. Latest 12 months rolling, ending Sept 2025.

Reference: 1. National Eczema Association. *Eczema*. Updated January 27, 2025. Accessed December 3, 2025. <https://nationaleczema.org/eczema/>

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