

# 3 SIMPLE STEPS TO CARE FOR ECZEMA-PRONE SKIN

**CeraVe**<sup>®</sup>  
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.

 <p><b>STEP 1</b></p>	 <p><b>STEP 2</b></p>	 <p><b>STEP 3</b></p>
<h2>CLEANSE</h2> <p>DAILY</p> <p>Use lukewarm water and a gentle, fragrance-free cleanser.</p> <ul style="list-style-type: none"><li>○ CeraVe Hydrating Facial Cleanser</li><li>○ CeraVe Baby Wash &amp; Shampoo</li></ul>	<h2>MOISTURIZE</h2> <p>RIGHT AFTER CLEANSING</p> <p>Apply moisturizer right after bathing to lock in hydration. Use a thicker cream after bathing and a lighter lotion for daytime touch-ups.</p> <ul style="list-style-type: none"><li>○ CeraVe Moisturizing Cream</li><li>○ CeraVe Daily Moisturizing Lotion</li><li>○ CeraVe Baby Moisturizing Cream</li><li>○ CeraVe Baby Moisturizing Lotion</li><li>○ CeraVe Baby Eczema Relief Cream</li></ul>	<h2>PROTECT</h2> <p>AS NEEDED</p> <p>Add a thin layer of ointment on exposed or friction-prone areas for extra comfort.</p> <ul style="list-style-type: none"><li>○ CeraVe Healing Ointment</li><li>○ CeraVe Baby Healing Ointment</li></ul>

## HELPFUL TIP

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



## AVOID TRIGGERS

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

<sup>†</sup>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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