



Aveeno.
baby

Eczema Equality

Eczema looks different on every skin tone. But eczema representation on skin of color was difficult to find. Aveeno® Baby knew that needed to change. So we set out to support and educate parents with Eczema Equality—an initiative and resource that helps parents see eczema on all skin tones and support their child's skin health journey.

Check out the resource for your use and for your patients!

[Learn more](#)