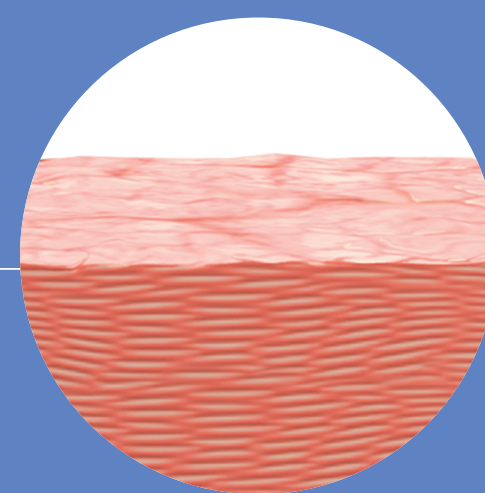
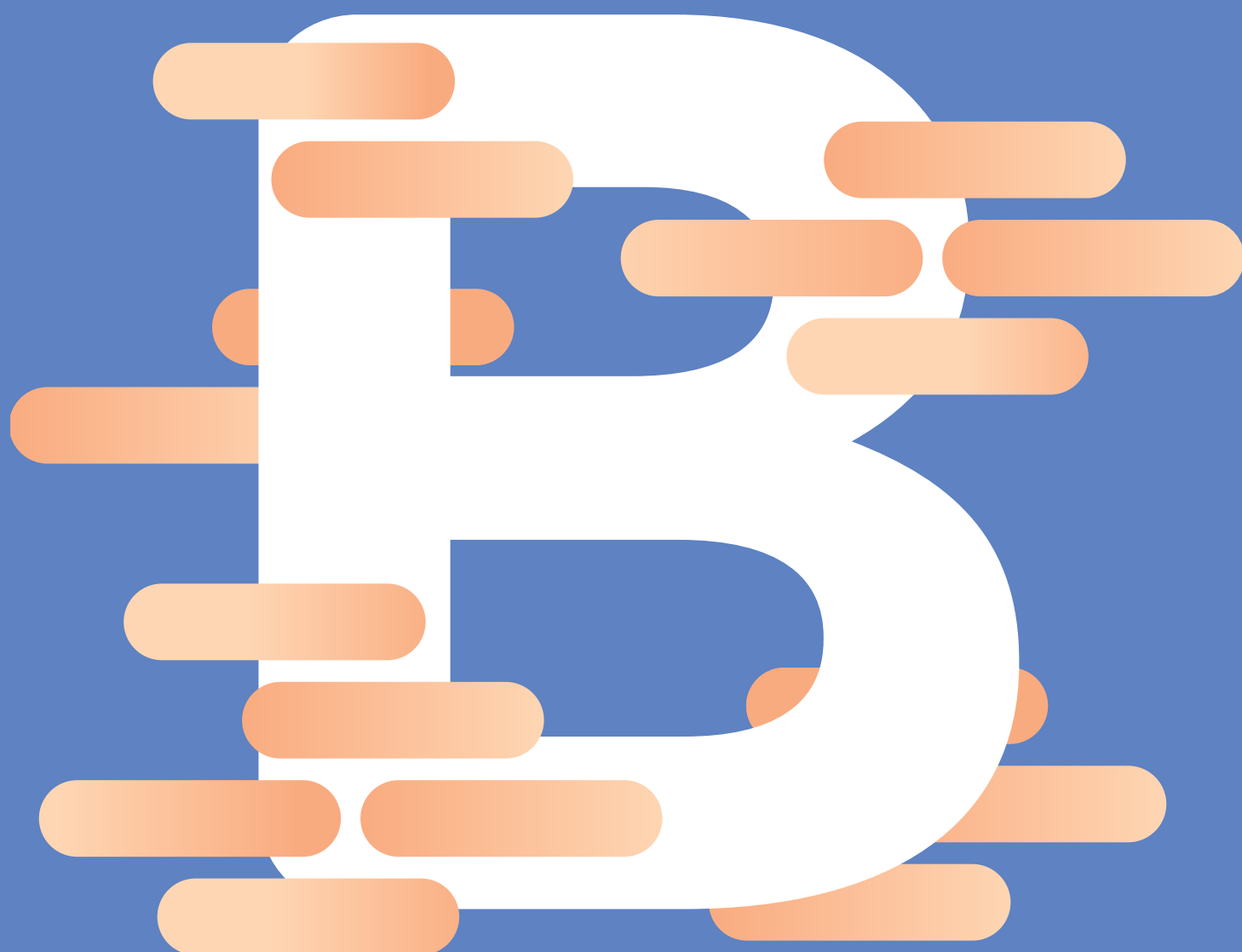


THE



## APPLY EVERY DAY

Ceramide depletion is associated with many dermatologic conditions, such as atopic dermatitis (AD), and itchy, dry, chapped skin.<sup>1</sup> Ceramide-containing skincare mimics physiological lipids, which can support the development of a healthy skin barrier.<sup>2</sup>



## BUILD AND MAINTAIN

A growing body of clinical evidence recognizes that ceramide-containing skincare products can provide long-term moisturizing benefits, help maintain the protective skin barrier, reduce inflammation, and may prevent common skin issues.<sup>2</sup>



## CLEANSE AND MOISTURIZE

When used from birth, a routine of ceramide-containing cleansers and moisturizers can help build a strong skin barrier and help protect against the development of common skin conditions.<sup>2</sup>



OF A STRONG SKIN BARRIER

# THE EVERYDAY RECOMMENDATION FOR BUILDING A HEALTHY SKIN BARRIER

Developed with dermatologists, including pediatric dermatologists, **CeraVe Baby replenishes ceramides 1, 3, & 6-II to help restore and maintain baby's delicate skin barrier.**



**8 OZ | \$9.99**  
Now available in 16 oz, too

- **Ceramides 1, 3, & 6-II** to help maintain baby's protective skin barrier
- **MVE® technology** for all-day hydration
- **Vitamin E** to deliver soothing moisturizing benefits
- **Dimethicone** to protect skin and lock in moisture
- **Hyaluronic acid** to maintain moisture
- **Niacinamide (vitamin B3)** to soothe the skin



**8 OZ | \$9.99**  
Now available in 16 oz, too

- **Ceramides 1, 3, & 6-II** to help maintain baby's protective skin barrier
- **Vitamin E** to deliver soothing moisturizing benefits
- **Hyaluronic acid** to maintain moisture
- **Tear-free** for happy baths



**5 OZ | \$9.99**  
Now available in 8 oz, too

- **Ceramides 1, 3, & 6-II** to help maintain baby's protective skin barrier
- **MVE® technology** for all-day hydration
- **Dimethicone** to protect skin and lock in moisture
- **Hyaluronic acid** to maintain moisture



**3 OZ | \$11.99**

- **Ceramides 1, 3, & 6-II** to help maintain baby's protective skin barrier
- **46.5% petrolatum** to help treat irritated skin associated with diaper rash
- **Vitamin E** to deliver soothing moisturizing benefits
- **Dimethicone** to protect skin and lock in moisture
- **Hyaluronic acid** to maintain moisture
- **Lanolin-free** to avoid allergens

**ALL CERAVE BABY PRODUCTS ARE  
FRAGRANCE-FREE TO AVOID IRRITATION**

REFERENCES: 1. Lynde CW, Andriessen A. A cohort study on a ceramide-containing cleanser and moisturizer used for atopic dermatitis. *Cutis*. 2014;93(4):207-213. 2. Schachner LA, Andriessen A, Benjamin L, et al. A consensus about the importance of ceramide containing skincare for normal and sensitive skin conditions in neonates and infants. *J Drugs Dermatol*. 2020;19(8):769-776. doi:10.36849/JDD.2020.5252.

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