**Eczema Equality| Aveeno Baby**

You can’t really touch them or even want to play or hug them a certain way because you don’t want to aggravate – it really cuts you to your core.

Black babies are 1.7x more likely to develop eczema than white babies.

I typed in eczema on black skin, eczema on black babies just so I could see you know how it would look on her skin.

But when parents searched online….”baby eczema”

The results were almost all white babies.

I didn’t see a lot of babies who looked like my baby. A lot of the images didn’t look like what was on my child.

Aveeno Baby knew that needed to change.

Because eczema looks different on every skin tone.

To know that I can’t even hold my own baby in my hands to comfort her was heartbreaking.

It’s hard, it’s hard on them and it’s hard on the parents too because you just want your baby to always be okay.

It’s time to change the narrative.

Aveeno Baby presents Eczema Equality

A mission to balance eczema representation.

I think that it’s amazing that big brands like Aveeno Baby are taking the lead and pushing this change and for incorporating all of these unique voices. I’m just thrilled to be a part of it!

Capturing over 1800 images.

Representing eczema on every skin tone.

Creating a resource of inclusive support.

Helping parents help their babies.

I hope it helps other parents embrace their children, their skin and to let them know they’re not alone.

I want Charlotte to be confident in her skin, no matter what her skin looks like.

I want my daughter to be comfortable in her skin.

Yes your skin may look different, but you’re not different - and you matter!

Aveeno Baby Eczema Equality

Every baby deserves to be comfortable in their skin.