



Oatmeal Emollient Creams....did you know?

Aveeno® cream is not on NHS Grampian Area Formulary ... but it is being prescribed in significant quantities. If the first line oatmeal emollient cream (Epimax®) was prescribed instead of Aveeno® cream NHS Grampian could save £42,700 a year*.

ACTIONS	
SHARE	– Ensure all prescribers are aware of this information
STOP	– No new prescriptions for Aveeno® Cream. Individuals requesting should be advised only NHS Grampian approved products can be prescribed.
REVIEW	– Patients currently prescribing Aveeno® Cream to be switched to a NHS Grampian approved product.

Prescribing information

- Aveeno® cream is not included in the current [NHS Grampian Emollient Choices](#) and is not included as a product for prescribing on the [Grampian Area Formulary](#).
- Aveeno® cream is not permitted to be supplied on Pharmacy First.
- The first line oatmeal cream in NHS Grampian is Epimax® Oatmeal Cream which contains the same active ingredient as Aveeno® cream (Avena Sativa Kernel (Oat) Flour).
- Aveeno® cream is more expensive than the recommended formulary alternatives:

	Costs			
	Epimax® Oatmeal Cream	AproDerm® Colloidal Oatmeal Cream	Zeroveen® Cream	Aveeno® Cream
100g	£2.06	£2.74	£2.86	£4.85
500g	£3.10	£5.80	£6.13	£6.47

	Cost Difference to Aveeno®		
	Epimax® Oatmeal Cream	AproDerm® Colloidal Oatmeal Cream	Zeroveen® Cream
100g	-£2.79	-£2.11	-£1.99
500g	-£3.37	-£0.67	-£0.34

NHS Grampian items and spend

- In the last 12 months NHS Grampian spent £140k, on these four oatmeal creams, of which **£93k (66%)** was spent on Aveeno® cream.
- Aveeno® accounted for 69% of oatmeal cream prescriptions for these four items.
- 54% of patients prescribed one of these oatmeal creams were prescribed Aveeno® cream

Do you have an idea for a Prescribing Snapshot – contact gram.medicinesmanagement@nhs.scot or click to send feedback via the attached [link](#).

*Data used: Paid data November 2022 – October 2023. Searched included Epimax® Oatmeal Cream, AproDerm® Colloidal Oatmeal Cream, Zeroveen® Cream & Aveeno® Cream. Comparison of costs used quantities paid and cost per g of creams using 500g pack size. Costs checked [dmd](#) 05/02/2024.