IT HAPPENS: BABIES GET DIAPER RASH
Diaper rash is the most common skin problem among infants and young children.

WHEN TO CALL THE DOCTOR
Mild cases clear up on their own within 3 to 4 days with treatment. If a rash is severe, or does not improve contact your doctor’s office.

Symptoms
MILD
- Slightly red, irritated skin inside diaper area

SEVERE
- Raw, bleeding or open sores inside the diaper area

Causes
1. Irritants in BM and urine
2. pH changes in skin
3. Wet skin
4. Friction of diaper rubbing on wet skin

Occurs most often when:
- baby has diarrhea
- eating new or solid foods
- taking antibiotics

6 STEPS TO TREAT AND PROTECT AGAINST DIAPER RASH
- Keep skin clean and pat dry
- Change diapers frequently
- Expose skin to air frequently
- Apply a thick layer of diaper cream
- Gently clean skin with baby wipes
- Use super-absorbent disposable diapers

NEARLY ALL babies will get at least one diaper rash before they are potty trained.

MORE THAN HALF of babies between 4 and 15 months of age develop diaper rash at least once in a 2-month period.

MILD SEVERE

Did You Know?
Since disposable diapers were introduced in the 1960s, improvements and innovation have helped reduce the severity of diaper rash by 50%.

For more information visit: www.healthychildren.org/English/ages-stages/baby/diapers-clothing/Pages/When-Diaper-Rash-Strikes.aspx