

Aveeno.<sup>®</sup>  
KiDS

Care Crew

colouring book





## Hi there!

We're the Aveeno Kids Care Crew — here to help you to discover why it's such an amazing thing to embrace who you are and take care of yourself.

From head to toe and all around, we celebrate everything that makes you YOU. Because when you're you, you feel good and more confident to navigate the world and take on self-care.

That's important!



Lucky



Inky

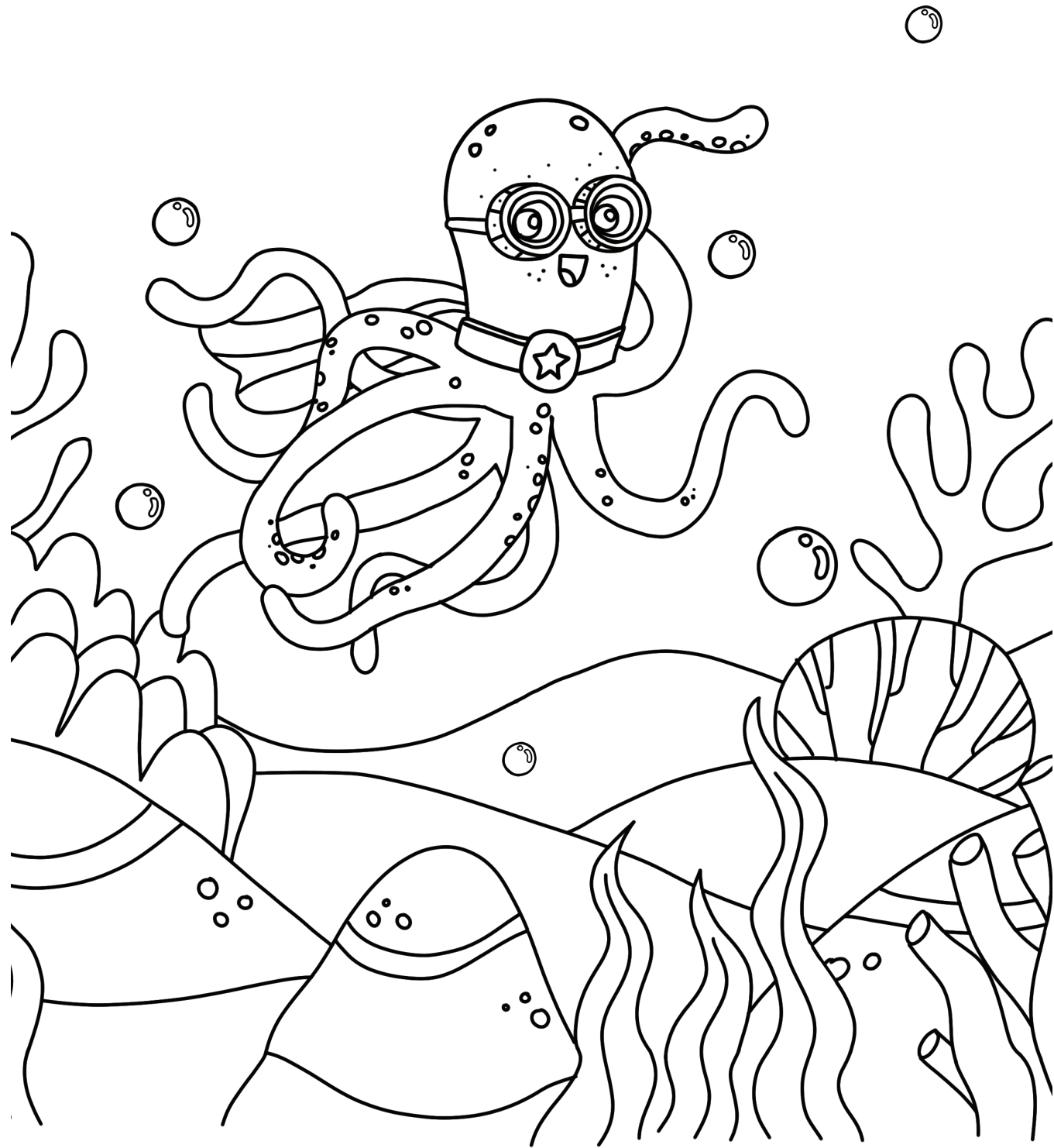


Romer

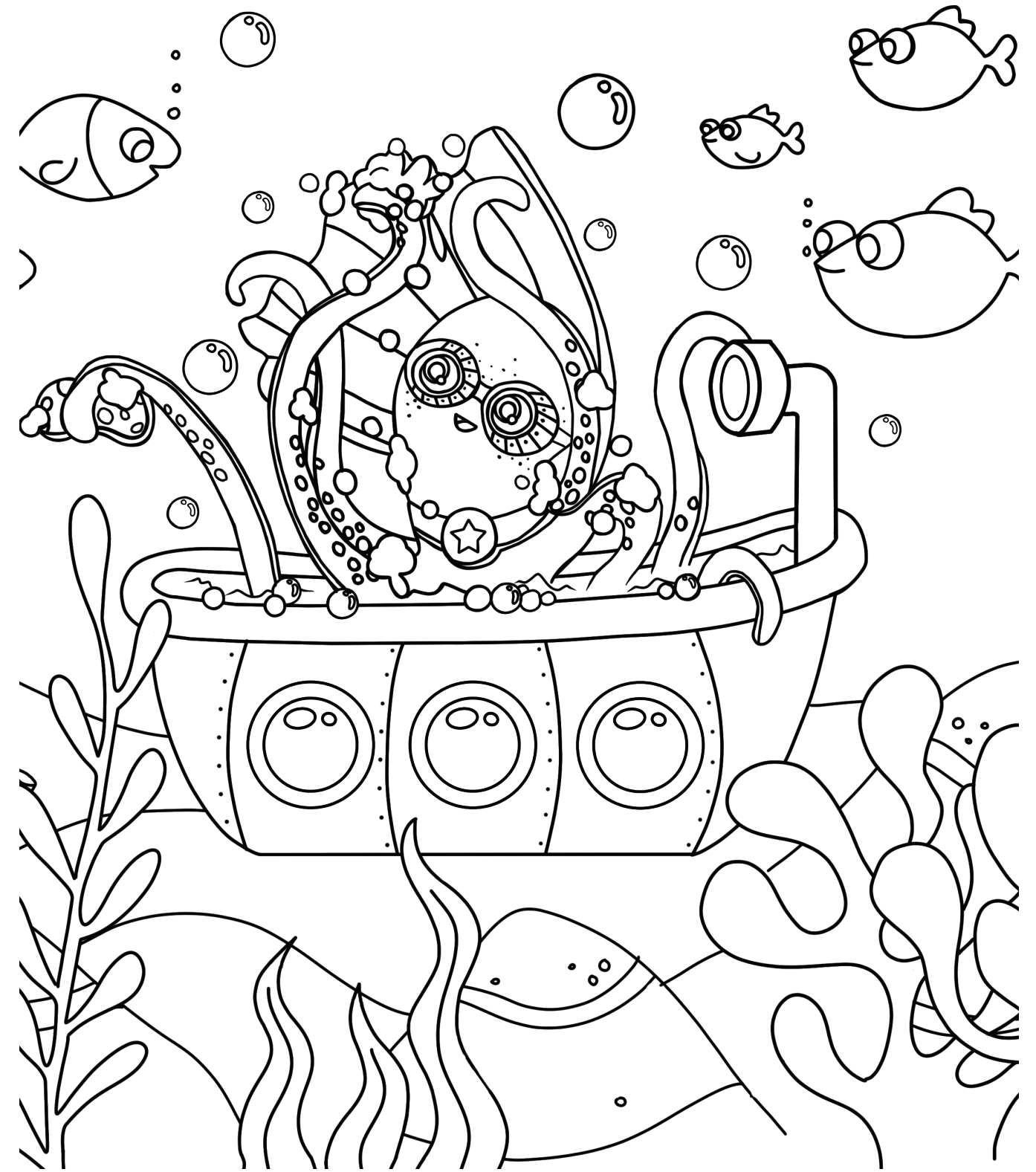


Leon





Navigating the big, wide world while still taking care of yourself can be a lot. Just ask Inky the Octopus!



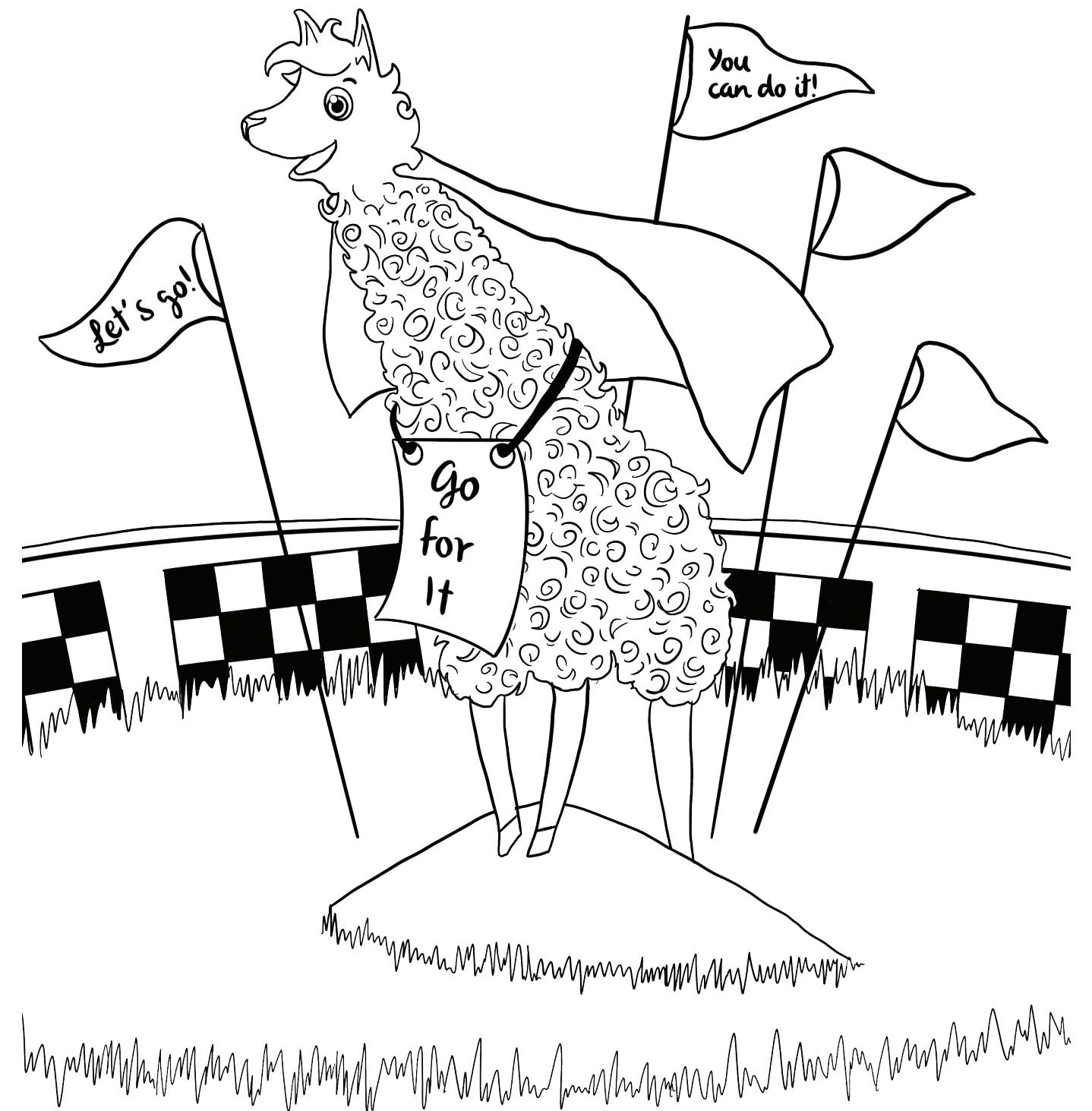
They're a curious fellow who's excited to explore the world and try new things. Sometimes, Inky's love for adventure gets in the way of bathtime.

But mostly, Inky doesn't let shenanigans get in the way of staying clean!



Lucky the Llama knows that feeling good starts with taking care of their unique and beautiful curls.

They have a BIG personality. They're a born leader who loves to encourage their friends ... and pretty much everyone else, too!



But they can't be there for others if they don't spend time on themselves first.



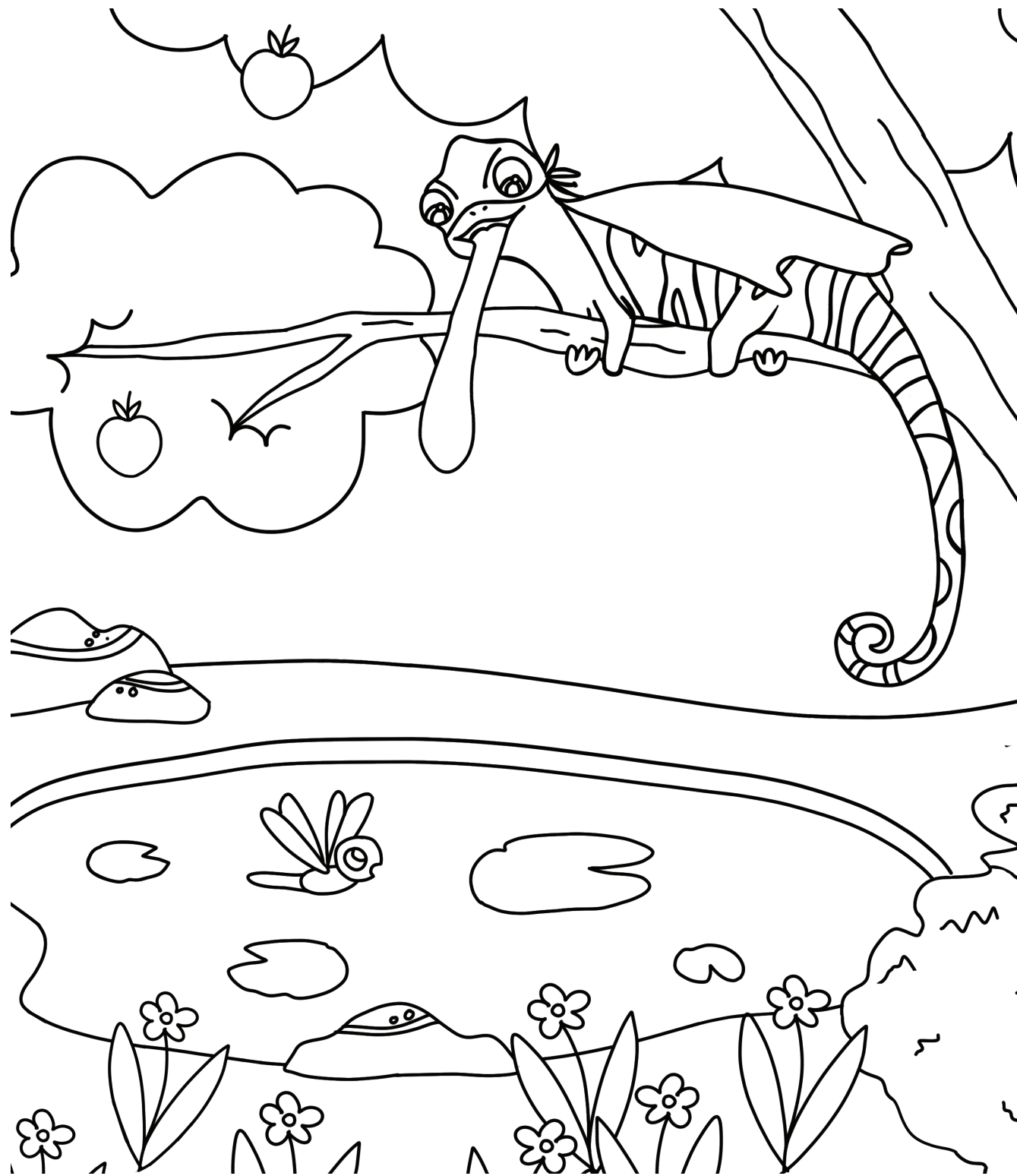


Romer the Horse is similar to Inky and loves to roam outdoors!

Romer notices everything going on around them and friends think they're the best listener. It's all part of Romer's superpower.



Do you look at the world the same way that Romer does?



One of Romer's best friends is Leon the Chameleon.  
Leon likes to be by himself and loves learning.



Leon feels comfortable in his own skin when he spends his free time listening to music and also reading books. Leon reads so much that their head is full of wise and interesting facts.

Being insightful is what makes Leon unique!





Inky, Lucky, Romer, and Leon aren't perfect,  
but they are unique.

You might not be an octopus, a llama, a horse, or a  
chameleon — but just like them, you're special too!



Are you smart like Leon? Maybe you're thoughtful,  
like Romer. You might be the life of the party, like Lucky.  
Or adventurous, like Inky.



Whatever your personality, the world needs more of **YOU.**



Things get easier when you stay true to who you are and take good **care** of yourself.

★  
Growing up and taking on more **responsibility** for your daily routine and hygiene is hard.



★  
We can't wait to help you out along the way!

Welcome to the **care crew!**







# Aveeno<sup>®</sup> KiDS

**Find out more here:**

[aveeno.co.uk/aveeno-kids-care-crew](https://aveeno.co.uk/aveeno-kids-care-crew)