Keeping Baby’s Skin Healthy

Cutting edge science transforms natural ingredients into clinically proven results.
New-born baby’s skin is very sensitive, very thin and fragile

Baby’s skin undergoes a progressive adaptation to the extraterine environment and special care is needed during this period as it continues to develop through the first years of life.¹

It is much different when compared to the adult skin.¹⁻³

Baby’s skin needs more protection and care in relation to hygiene, bathing, cleansing agents, topical products.¹

Baby skin is uniquely different than adult skin and needs protection from birth

**ADULT SKIN**
Competent barrier function protects from irritants and allergens\(^6\)

**HEALTHY BABY SKIN**
Up to 30% thinner than adult skin and more fragile\(^7\)

**COMPROMISED BABY SKIN**
Reduced barrier function increases potential for irritant and allergen penetration\(^6\)

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Difference between baby skin and adult skin

Baby’s skin is much different when compared to adults.

- **Up to 30% thinner epidermis**
- **pH is more neutral, resulting in reduced protection**
- **More sensitive and vulnerable to external factors (environment)**

Keeping baby’s skin healthy

Role of Baby’s skin...
Provides a barrier which prevents:\(^1\)
- infection
- water loss from body
- penetration of irritants/allergens

What happens if Baby’s skin becomes compromised?

• The first months of life are critical as baby’s skin can get sensitized.\(^2\)
• Penetration of irritants may result in skin inflammation, allergen sensitization and bacterial colonization.\(^3\)
• It can increase skin susceptibility to microbial and chemical attacks.\(^3\)

Cleansing & Moisturizing is important for skin’s health
Global skincare guideline recommends using mild cleansers that can keep skin surface pH levels between 5.5-7.0 to maintain healthy skin.\(^4,5\)