

Baby Soap



A herbal baby soap made up of extracts of watermelon, pomegranate, cranberry amongst others helps to retain the essential layers, balance the moisture, and increase the suppleness of the skin.

MAIN INGREDIENTS AND THEIR ROLES:

Citrullus lanatus - Cools, soothes and refreshes the skin.

Punica granatum - Has anti-inflammatory and antioxidant properties.

Vaccinium oxycoccos - Restores the lost moisture and keeps the skin rejuvenated.

Prunus dulcis - Prevents the skin from becoming dry and keeps it silky and smooth.

KEY INGREDIENTS

Water melon water extract, Sunflower oil, Pomegranate powder extract, Olive oil, Almond oil, Tocopheryl acetate, Cranberry powder extract, Propylene glycol, Sodium Cocoate, Sodium Lauroyl Sarcosinate, Cocamidopropyl betaine and Cucumber fragrance.

DIRECTIONS OF USE - Apply gently on the wet body area. Rinse thoroughly with water.

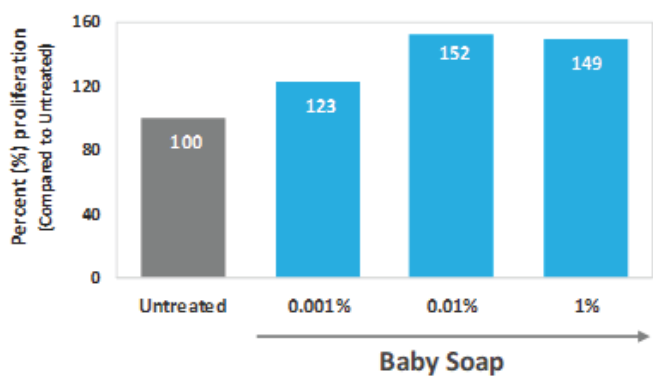
EFFICACY DATA – IN-VITRO

Keratinocytes, that form the outermost skin layer and are responsible for maintenance of a protective skin-barrier. The skin-barrier layer locks the moisture, prevents dryness and ensures suppleness of the skin. In addition, skin fibroblasts also contribute to suppleness of skin. Increase in the number of keratinocytes and fibroblasts suggests the skin-barrier strengthening and skin moisturizing properties.

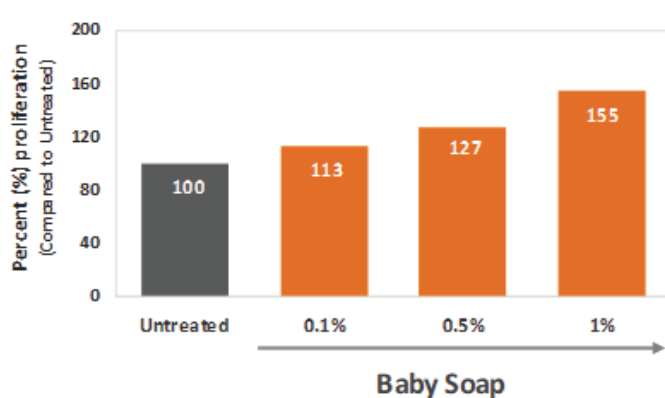
Efficacy Claims

- Strengthens the skin barrier
- Ensures soft and supple skin
- Moisturises the Skin
- Prevents dry skin

Measurement of skin-barrier protection by increase in keratinocytes



Measurement of skin suppleness by increase in fibroblasts proliferation



Results obtained in vitro. Data demonstrates % cell proliferation compared to Untreated group normalised to 100%.

Results

- 🌿 Baby Soap increases the proliferation of keratinocytes (HaCaT) by a maximum of 52% as compared to Untreated group.
- 🌿 Baby Soap increases the proliferation of fibroblasts (HFF-1) by a maximum of 55% as compared to Untreated group.

These results substantiate the skin-moisturizing and skin barrier strengthening properties of Baby Soap.