

*Little
Grace*
By Elara Grace

Pure & Gentle

Baby Wash & Shampoo





The Everyday Exposure of Growing Skin

From newborn through every stage of reaching, crawling, and exploring, your baby's skin and hair are exposed to new environments every day.

Daily contact and environmental exposure build up on delicate skin — but that same skin is still developing and easily disrupted.

Cleansing is essential, but it must protect what the skin needs to stay balanced.

Pure & Gentle is designed to gently cleanse while maintaining softness, comfort, and the skin's natural balance from the very beginning.

What is Pure & Gentle?

Pure & Gentle is a baby wash and shampoo created to cleanse delicate skin and hair without disrupting their natural balance.

It gently removes the build-up that comes with daily life — from milk and sweat to everyday exposure — while helping the skin remain soft, comfortable, and supported.

During bath time, skin can easily become dry or tight. Pure & Gentle is designed to avoid this, helping maintain moisture while still cleansing effectively.

It can be used on both skin and hair, leaving the scalp clean and the skin calm, soft, and comfortable after every wash.

Suitable from birth, it is made for delicate and eczema-prone skin, supporting gentle, everyday care from the very beginning.



Designed for delicate, growing skin

Delicate Skin

Gently cleanses while helping maintain softness & comfort from the beginning.

Daily Cleansing

Removes build-up from everyday contact without leaving skin dry or tight.

Newborns & Up

Gentle enough to be suitable from birth



Ingredients Designed for Gentle Cleansing

Pure & Gentle combines gentle plant-based cleansers with hydrating and skin-supporting ingredients to cleanse delicate skin while helping maintain softness and comfort.

- Distilled Water
- Chamomile Hydrosol
- Frankincense Hydrosol
- Aloe Vera
- Glycerin
- Propanediol
- Colloidal Oatmeal
- Rooibos Extract
- Coco Glucoside
- Decyl Glucoside
- Lauryl Glucoside
- Squalane
- Bisabolol
- Xanthan Gum
- Geogard Ultra
- Sodium Gluconate
- Citric Acid

The slide features a light beige background with faint, decorative illustrations of leafy branches in the corners. The main title is centered at the top.

Why Parents Love It

- Cleans gently without leaving the skin dry or tight
- Leaves skin soft and comfortable after every bath
- Does not create a harsh “squeaky clean” feeling
- Keeps hair soft, light, and easy to manage
- Suitable from birth
- Supports delicate and eczema-prone skin
- No essential oils
- Soft, clean scent that is not overpowering

How to use



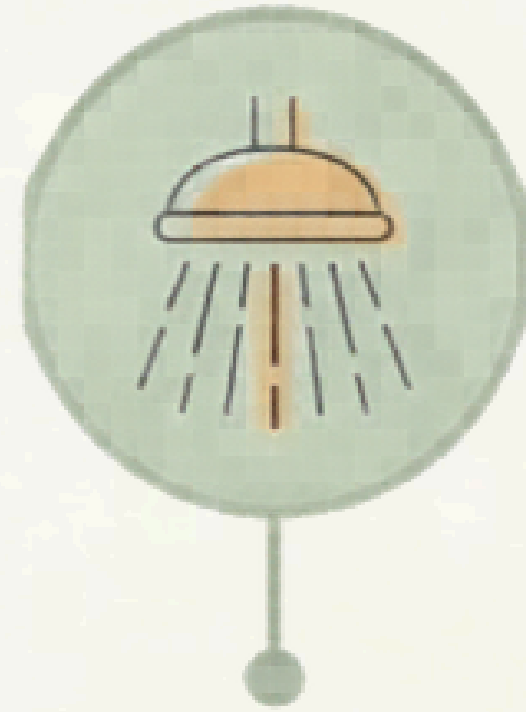
Apply

Small amount
to wet
skin/hair



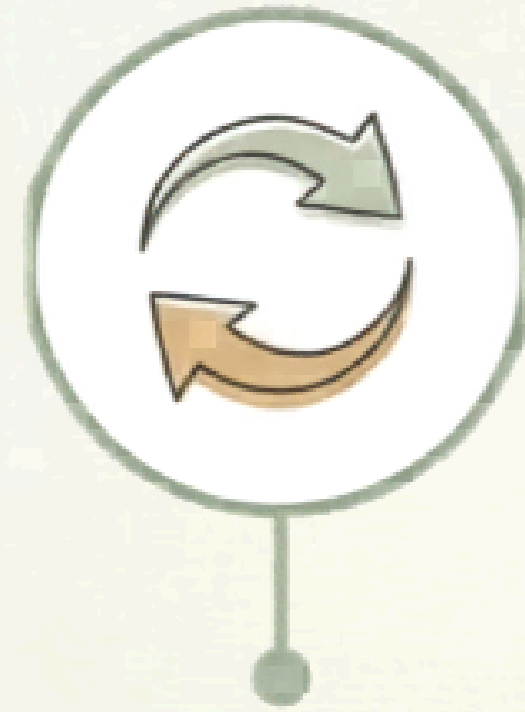
Cleanse

Gently
massage



Rinse

Thoroughly
to remove



Use Daily

As
needed

Safety & Storage Protocols

Guidelines for Use

- ✓ Suitable from birth.
- ✓ Use under adult supervision.
- ✓ Patch test recommended before first use.
- ✓ Store in a cool, dry place away from direct light.

Precautions

- ⊗ For external use only.
- ⊗ Avoid contact with eyes
- ⊗ Do not use on broken skin
- ⊗ Discontinue use if irritation occurs

Disclaimer: This product is not intended to diagnose, treat, cure, or prevent any disease.



Because little ones
were made to *explore*.

Supporting clean, balanced skin
from the very beginning.