

Little
Grace

By Elara Grace

Soft & Loved

Nourishing Baby Lotion





Delicate skin
needs steady care
to stay soft and
comfortable.

From the very
beginning, a baby's skin
is still developing and is
naturally more prone to
dryness.

What is Soft & Loved?

Soft & Loved is a lightweight daily lotion created to hydrate and support delicate skin without overwhelming it.

It helps the skin hold onto moisture while supporting its natural barrier, reducing dryness and improving overall comfort.

The texture is soft and easy to apply, absorbing well into the skin without leaving a heavy or greasy layer.

Designed for everyday use, it helps keep skin consistently soft, balanced, and comfortable from morning to night.

Suitable from birth, it is ideal for sensitive and eczema-prone skin.



Designed for soft, supported skin.

Delicate Skin

Helps maintain softness, comfort, and balance from the very beginning.

Moisture Support

Supports hydration for skin that can lose moisture easily.

Newborns & Up

Gentle enough to be suitable from birth.





Ingredients, Designed for Daily Skin Care

Soft & Loved combines hydrating, soothing, and barrier-supporting ingredients to care for delicate skin every day.

- Distilled Water
 - Chamomile Hydrosol
 - Aloe Vera
 - Glycerin
 - D-Panthenol
 - Allantoin
 - Colloidal Oatmeal
 - Rooibos Extract
 - Sunflower Oil
 - Squalane
 - Bisabolol
 - Olivem
 - Cetyl Alcohol
 - Geogard Ultra
 - Sodium Gluconate
 - Citric Acid
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Why Parents Love It

- Absorbs easily without leaving a greasy layer
- Keeps skin soft and comfortable throughout the day
- Helps reduce dryness and tightness
- Feels light while still providing lasting moisture
- Suitable from birth.
- Supports sensitive and eczema-prone skin
- No essential oils
- Soft, clean scent that is not overpowering

How to use



1: Prep

Apply to clean,
perfectly dry
skin.



2: Apply

Gently massage the
lotion until fully
absorbed.



3: Maintain

Use daily as part of
your routine, or
exactly 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.



Supporting soft,
balanced
skin from the
very beginning.

*“Because even the smallest
ones need gentle, consistent
care.”*