



Little
Grace
By Elara Grace

Soothe & Shield

Protective Bum Barrier

The Everyday Irritation of Delicate Skin

From newborn through every stage of crawling, movement, and growing, delicate skin is exposed to constant moisture, friction, and irritation throughout the day.

Nappy areas are especially vulnerable because warm, damp conditions can quickly leave skin feeling uncomfortable, sensitive, and irritated.

Daily protection helps support the skin barrier while keeping delicate skin soft, calm, and comforted.

Soothe & Shield is designed to help create a breathable protective barrier while nourishing and supporting delicate skin from the very beginning.



What is Soothe & Shield?

Soothe & Shield is a rich protective bum barrier created to help shield delicate skin from moisture and irritation while supporting softness and comfort.

It forms a breathable protective layer over the skin to help reduce direct exposure to wetness and friction during daily nappy changes.

Unlike heavy petroleum-based barrier creams, Soothe & Shield combines nourishing botanical oils, soothing colloidal oatmeal, and non-nano zinc oxide to help protect while still allowing the skin to breathe comfortably.

The rich balm texture spreads smoothly across the skin, helping leave delicate areas protected, soft, and comforted after every use.

Suitable from birth, it is designed for delicate, sensitive, and eczema-prone skin needing gentle daily barrier support.



Designed for delicate, sensitive skin

Moisture Protection

Helps create a breathable barrier against wetness and irritation.

Daily Barrier Support

Designed for everyday nappy care and delicate skin protection.

Newborns & Up

Gentle enough to be suitable from birth



Ingredients Designed for Protective Care

Soothe & Shield combines rich botanical oils, protective zinc oxide, and soothing skin-supporting ingredients to help comfort and protect delicate skin.

- Sunflower Seed Oil
- Shea Butter
- Beeswax
- Non-Nano Zinc Oxide
- Colloidal Oatmeal
- Squalane
- Rooibos Extract
- Vitamin E
- Bisabolol

Why Parents Love It

- Creates a breathable moisture barrier
- Helps protect against wetness and irritation
- Helps support overnight moisture protection
- Protects without leaving skin feeling heavy or suffocated
- Rich balm texture spreads smoothly across the skin
- Helps leave skin soft, comforted, and protected
- Supports delicate, sensitive, and eczema-prone skin
- Suitable from birth
- Fragrance-free and essential oil-free
- Designed for gentle daily nappy care



Why these ingredients were chosen



Sunflower Seed Oil

Chosen for its lightweight, nourishing nature and high essential fatty acid content to help support the skin barrier.



Shea Butter

Selected for its rich protective properties that help soften and comfort delicate skin exposed to moisture and irritation.



Beeswax

Helps create a breathable protective layer that supports long-lasting barrier protection.



Non-Nano Zinc Oxide

Chosen to help form a physical moisture barrier that protects delicate skin from wetness and irritation.



Colloidal Oatmeal

Traditionally valued for helping combat dry, sensitive, and irritation-prone skin.



Squalane

A lightweight skin-conditioning lipid chosen to help maintain softness and moisture without feeling heavy.



Rooibos Extract

An antioxidant-rich botanical extract selected for its skin-supportive and comforting properties.



Vitamin E

Included to help support the stability of the botanical oils while providing antioxidant support.



Bisabolol

A gentle chamomile-derived active chosen for its calming and comforting benefits for delicate skin.

How to use



1

APPLY

Apply to clean, dry skin.



2

PROTECT

Apply generously to areas exposed to moisture and irritation.



3

REAPPLY

Use during every nappy change or as needed.



4

USE DAILY

Suitable for everyday use.

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.
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Precautions

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



Because
delicate skin
deserves to feel
protected.



Helping comfort, shield, and
support delicate skin through
every nappy change.