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baby



**Baby's life care**



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Baby care & treatment



## Baby skin is different

**Baby's skin is the largest organ of the body with important functions. It forms a natural veil of protection of the body, being its first line of defense from the external environment. It plays an important role in maintaining the health of the baby by protecting it from irritations, toxins and infections.**

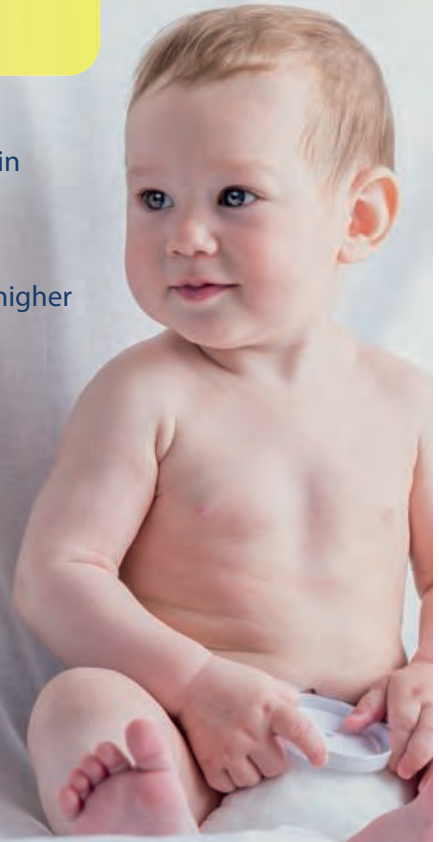
### *The basic functions of the baby skin*


- Creation of a skin protection barrier
- Protection against fluid and heat loss
- Protection from ultraviolet UV radiation. Photoprotection
- Protection against irritations
- Immune protection (the first line of defense)
- Protection against mechanical injury
- Perception of sensation through touch
- Body temperature regulation (Thermoregulation)
- Formation of acid mantle for antimicrobial protection
- Synthesis of hormones



## Baby skin needs special care, hydration and protection

- It is 20-30% thinner
- Contains less natural moisturizing agents, lipids and melanin
- It has a higher ratio of surface area, volume, weight
- The skin barrier is not fully developed
- It has higher absorption but also transdermal water loss is higher
- It has a higher concentration of water
- It has smaller pores
- The skin has an almost neutral pH
- It has lower immune protection
- It is vulnerable to infections and irritations





## Very smooth and soft - but - Sensitive and Vulnerable

**The hydrated skin of the baby is better protected from external aggressors. To protect your baby's skin, it is important to combine the appropriate care program with the right products. Baby products strengthen the skin barrier, moisturize, protect and relieve sensitive skin from external factors and dryness (dirt, sun, cold, germs).**

- Infant and baby products should be: mild, dermatologically tested, alcohol-free, allergen-free, irritant-free, pigment-free and pH close to the baby's skin depending on the area of use (in the case of neutral pH shampoo such as no-tears and ophthalmologically tested)
- The especially studied and designed baby care products aim to promote and maintain the health, comfort, well-being and beauty of baby skin

## Care with a unique combination of natural ingredients for effective treatment

Adelco laboratories combining modern science with nature care have created the new Adelco baby care products with a unique combination of natural active ingredients for effective care of vulnerable and sensitive baby skin.

All products are dermatologically tested and safe. The product tests have been carried out by specialized, certified laboratories while the production is subject to the strict inspection specifications of the pharmaceutical industry Adelco SA.



### ***a- bisabolol***



Herbal active ingredient (natural active) which has been used for decades in medicine and cosmetology. It is produced with a new special method of biotechnological distillation of plants which ensures a concentration of high-purity a-bisabolol (+97%). It is known for its strong anti-inflammatory, antimicrobial, soothing, antioxidant, anti-irritant, healing effect. Suitable for the care and treatment of sensitive and dry baby skin. Soothes the irritated skin of the baby, effectively protects against irritations and reduces redness.



Sensitive Care

### ***Hyaluronic Acid***



Natural ingredient, a polysaccharide. It has the ability to hold 1,000 times more water than its weight, acts as a “water reservoir” and helps maintain the skin’s natural moisture. It is considered as a powerful moisturizing ingredient, with immediate results, ideal for dry and dehydrated skin.

It has antioxidant effect and protects the skin from free radicals, while enhancing the healing ability of the skin. Creates a protective silk film, improves skin sensation, offers a softer, shiny and smooth texture to the skin.

### ***Calendula***



It is a member of the family of medicinal plants, contains active ingredients with anti-inflammatory and antioxidant action that effectively treat redness in the irritated folds of the baby’s skin and the sensitive area of the diaper, and soothe sensitive and irritated skin. Calendula is excellent for baby skin care, rejuvenates, moisturizes and takes cares of the sensitive skin, protects against external factors and strengthens its defense.





**E**

### **Vitamin E**

Natural oil-soluble vitamin, with nourishing and moisturizing effect. It has been used in dermatology for over 50 years and is known for its strong antioxidant and anti-inflammatory effect. Strengthens the skin barrier, soothes the skin, protects against UV radiation thanks to its photoprotective property.

### **Aloe Vera**



Popular plant with excellent moisturizing, soothing, anti-inflammatory and antimicrobial properties. These have been known for thousands of years and have been proven by many years of scientific studies for their effectiveness. Aloe is rich in polysaccharides, vitamins, amino acids, minerals and enzymes. Forms a film to protect and moisturize dry, sensitive, baby skin. Used in baby care products, it offers protection against dryness, the sun and irritations.

### **Chamomilla**



A valuable medicinal plant, used for beneficial, soothing and healing properties, with anti-inflammatory, antimicrobial and antioxidant effects. Soothes the irritated baby skin and helps manage irritations after sun exposure.

### **Cottonseed Protein**



Proteins and low-molecular-weight cotton amino acids offer natural softness, hydration and care to the sensitive baby skin. They protect the skin against dryness with a natural cotton veil.

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Sensitive Care



### **Beeswax**



Beeswax has been used for thousands of years and it is an anti-inflammatory, antibacterial and anti-irritant agent for baby skin care. It is also a very effective soothing and moisturizing ingredient that strengthens the hydrolipid barrier of the skin for greater protection.

### **Shea Butter**



Shea butter is rich in vegetable fats, has amazing moisturizing properties, thick natural rich cream, which helps maintain the skin's natural moisture. Protects against dryness and the effect of exogenous factors, pollution, UV radiation. Shea Butter contains vitamins E and A, phenolic substances which have antimicrobial, anti-inflammatory and antioxidant effects. Effectively treats irritations, infections and redness of the skin.

# Baby care

## ***Moisturizing face & body cream***

**daily hydration, protection with Calendula, Beeswax, Shea Butter, Chamomilla, Aloe Vera, Panthenol, Bisabolol, Hyaluronic Acid**

- It is absorbed quickly
- Without parabens
- Dermatologically tested
- No pigments
- No perfume allergens
- With pH compatible with baby skin
- Does not irritate the skin
- For everyday use

**Use:** Apply a small amount of Adelco baby Sensitive Care Moisturizing face & body cream on the hands. Apply to dry, clean skin all over the body and face. Gently massage.

**110 ml**



## ***Relaxing Massage Oil***

**gentle physical care, hydration, immediate relief with Calendula, Bisabolol, Vitamin E**

- Dermatologically tested
- Calms before bedtime
- It is absorbed quickly
- Without parabens
- No pigments
- Suitable for cradle cap
- No perfume allergens
- Without mineral oil

**Use:** Apply a small amount of Adelco baby Sensitive Care Relaxing Massage Oil on the hands. Apply to dry clean skin all over the body before bedtime. Do a gentle relaxing massage for a good night's sleep.

**110 ml**



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Sensitive Care  
ideal for baby 0+



## Shampoo & Shower Gel

Extra Gentle Natural Care With Extremely Mild Ingredients For Clear Gentle Skin with Chamomilla, Aloe Vera, Bisabolol, Panthenol, Cottonseed Protein

- Ophthalmologically tested
- No tears
- Dermatologically tested
- Without parabens
- No pigments
- No perfume allergens
- With pH compatible with baby skin
- Does not irritate the eyes and skin
- For everyday use

**Use:** Apply a small amount Adelco baby Sensitive Care Shaipuan-Shower gel on the hands. Apply to damp skin and hair. Gently massage. Rinse well.  
It is recommended to apply Adelco baby Sensitive Care moisturizing face & body cream or Relaxing Massage oil on the dry skin of the baby after bathing.

**750 ml Pump bottle and 300 ml bottle with flip-top cap**



# Baby care

## ***Wet Wipes Pack Clean & Fresh In 2 steps!***

**Step 1.** Wet foam cleanser wipes.

**Step 2.** Liquid care & moisturizing wipes with chamomile.

Unique innovation of Adelco baby Wet Wipes Pack  
In 2 different wipes for comprehensive hygiene and care.  
Cleanliness, freshness & care, where there is no water! On the trip, on the excursion, in the park, in the playground! Fast, efficiently & safely!



## ***Hygiene, cleanliness & care where there is no water in 2 simple steps:***

**Step 1.** With the special foam cleanser wipes, clean the skin from residues & dirt.

**Step 2.** With the liquid care & moisturizing wipe with chamomile, remove the foam & gently moisturize the skin.

- Dermatologically tested
- Without parabens
- No pigments
- No perfume allergens
- No alcohol



**30 Baby wipes for cleaning with foam &  
30 Baby wipes care & hydration in herbal tea.**



## ***Aloe Vera - Chamomilla Gel***

**Immediate relief for irritated and sensitive skin care after sun exposure. For calm and cool skin with Aloe Vera, Chamomille, Panthenol, Hyaluronic Acid**

- Without parabens
- No pigments
- No perfume allergens
- No alcohol
- Dermatologically tested

**Use:** Apply a small amount of Adelco baby Sensitive Care Aloe Vera - Chamomilla Gel on the hands. Apply to dry, clean skin on irritated areas. After the sun, apply the Gel all over the body. Gently massage.

**150 ml**



**Sensitive Care**  
ideal for baby 0+



## ***Protective Nappy Rash Cream***

**Natural protection & immediate relief from nappy rash, irritation; waterproof composition of Zinc Oxide, Beeswax, Shea Butter, Aloe Vera, Chamomille, Bisabolol, Cottonseed Protein**

- Dermatologically tested
- Without parabens
- No pigments
- Waterproof composition
- No perfume allergens
- Easy application
- No alcohol
- Intensive care
- With pH compatible with baby skin

**Use:** Apply on a clean, dry skin covered by the diaper with a thin, even layer of Adelco baby Sensitive Care Protective Nappy Rash Cream after each diaper change.

**150 ml**



# Invaluable moments of love with a tender hug!

**By combining the care and hygiene of the Baby's skin with his emotional life, create moments of softness, love and happiness.**

The baby's contact with the mother begins immediately after birth, when the baby is placed directly on the mother's breast and both are covered with a blanket. For the first time, the skin of the baby comes in contact with the warm skin of the mother. Mother's skin-to-baby skin contact is known as "kangaroo care". It is a vital care method that also helps parents connect emotionally with their baby. With physical contact with the baby, parents live the experience of motherhood and fatherhood, the bond with the baby is strengthened, his stress is reduced as his best physical, emotional and mental development is supported and it helps baby feel safe.



## Method of application *“kangaroo care”*

- *Remove all the clothes of the baby and leave only the diaper*
- *Gently hug the baby and place it on the chest for “skin-to-skin” contact*
- *Carefully turn the face of the baby to the side ensuring visual contact with the baby*
- *Take care of the baby’s position so that he can breathe freely and his abdomen is not pressed*
- *Hug the baby, let it sleep or stay calm in the tender and warm embrace*
- *If the environment is cool, cover the baby with a blanket*

