

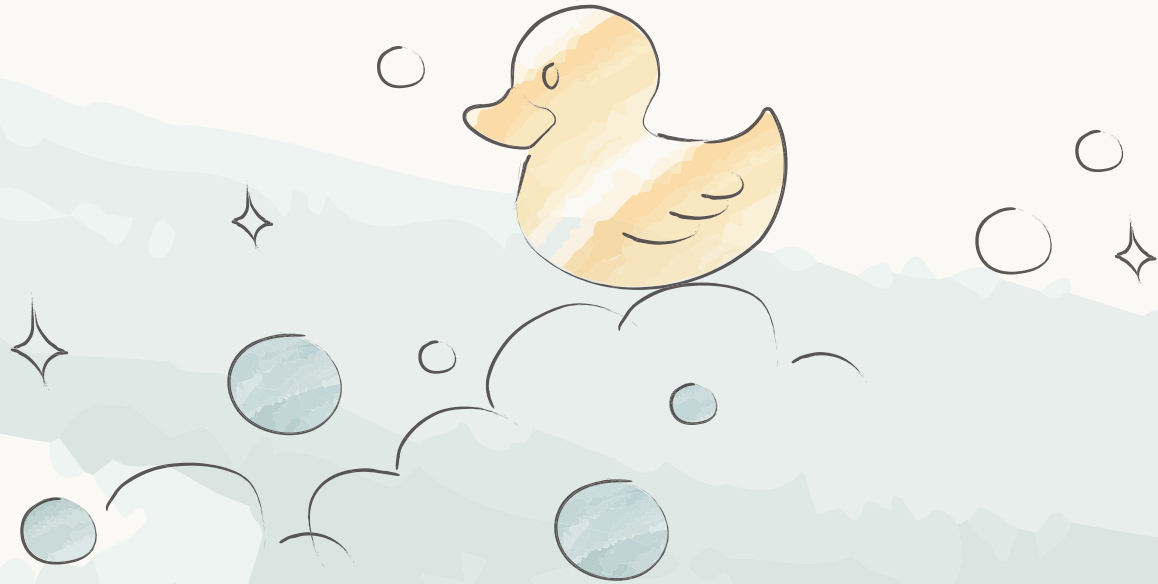


# CALM BABY WASH

## INGREDIENTS CLOSE UP



INGREDIENT	%	PURPOSE	WHY
 <b>WATER</b>	<b>61%</b>	Liquid base	The most safe and simple option to bind all the ingredient together
 <b>ALOE BARBADENSIS LEAF EXTRACT</b>	<b>20%</b>	Moisturising & skin conditioning	Soothing, hydration, & healing. Creates a protective layer that helps maintain the moisture of delicate skin. Containing vitamin E B-sitosterol, an anti-inflammatory agent which can help heal & protect against diaper rash & other minor skin conditions.
 <b>LAURYL GLUCOSIDE</b>	<b>8.5%</b>	Surfactant - cleansing & foaming	Safe & created from natural ingredients. Gentle on the environment & skin. Creates those nice big bubbles
 <b>SODIUM COCO-SULFATE</b>	<b>8%</b>	Surfactant - cleansing & foaming	Safe & created from the natural fatty acids of a coconut
 <b>LAVANDULA ANGUSTIFOLIA (LAVENDER) OIL</b>	<b>0.4%</b>	Active herbal ingredient	Promotes relaxation & a calm mood. A mild, natural, & safe essential oil
 <b>ANTHEMIS NOBILIS FLOWER (CHAMOMILE) OIL</b>	<b>0.1%</b>	Active herbal ingredient	Soothing on skin & helps promote relaxation & digestion
 <b>MEL - (HONEY)</b>	<b>0.25%</b>	Moisturiser	Created from the nectar of flowers, a great moisturiser with antibacterial properties
 <b>DEHYDROACETIC ACID</b>	<b>0.25%</b>	Preservative	A safe certified organic compound with anti-fungal & bacterial properties preventing any nasties from developing in the formula.
 <b>CITRIC ACID</b>	<b>0.3%</b>	Exfoliant & antioxidant	Helps to remove dead skin cells & dirt. Promotes new cell turnover. Used in only a very low % to still be suitable for sensitive skin.
 <b>BENZYL ALCOHOL</b>	<b>0.6%</b>	Preservative	An organic alcohol that can be found naturally in fruit. Considered gentle & w a very low chance of causing irritation. Prevents any nasties from developing in the formula.



NO ANIMAL TESTING