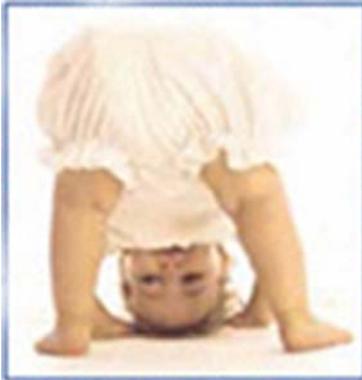




Profiling Beauty

*The newest, most comprehensive  
Direct Selling Company*



## Helan's Natural Baby Care

Nickel Tested

Paraben Free

Petroleum Based Product Free

SLS/SLES Free

Sodium Benzoate Free

Preservative Free

Natural and Organic



A baby's skin, especially in the first year of life, has different histological and physiological features than that of adult skin:

- ⊗ The **horny layer** is thinner: on one hand this means that the skin is softer and more velvety, but on the other hand it is more permeable and sensitive to climatic conditions
- ⊗ In the **basal layer of the skin**, cells that produce melanin are in lower quantity which means lower natural protection from the action of UV rays;
- ⊗ The deeper skin layer is more sensitive, with smaller, more immature collagen and elastic fibers;
- ⊗ The **sebaceous glands** are poorly active (the skin is odorless) and will remain like that until puberty. The typical lipid content of a baby's skin surface is therefore lower and very different compared to that of adults.
- ⊗ **Baby skin** is richer in water (about 75%) and hence more permeable. The pH is slightly less acidic than that of adult's.

All these features create a situation that allows climatic conditions (wind, cold, sun...), chemical (irritating substances) and microbiological agents (bacteria) **to attack the infant skin barrier** more easily.

**Since this is the first days of life it is therefore extremely important to choose COSMETIC PRODUCTS specifically studied for the special features of baby's skin.**

Baby Skin Care Products MUST:

- ☼ Guarantee absolute harmlessness
- ☼ Cleanse effectively yet gently
- ☼ Protect skin to the utmost
- ☼ Be preservative, SLS and SLES\* free
- ☼ Be **NICKEL TESTED**

All cosmetics of Helan "*LINEA BIMBI*" are clinically and dermatologically tested, certifying their qualification in the pediatric field.

## CLEANSING

**Helan** has formulated and developed a range of natural products for the hygiene and beauty of **baby's extremely sensitive skin**, choosing a specific series of natural, biological raw materials, rich in the most suitable active ingredients.

### ***Helan Linea Bimbi (Infant Care Line) Natural Bio Wet Wipes***



#### **with Marigold and Chamomile**

These fresh, natural wet wipes are alcohol and perfume free, the best choice for especially delicate cleansing. **Calendula** and **Chamomile** extracts, with their softening and soothing actions, are suitable for a baby's particularly "fragile" skin which is prone to frequent irritation, chaps and rashes.

#### **Helan's Cleansing Bio Wet**

**Wipes** offer effective detergent action while ensuring absolute safety and delicateness for your baby's skin;

leaving it clean and dry, as well as pleasantly soft and moisturized.

*Organic Cotton\* Cultivated with modern, biodynamic techniques using only natural resources, without any pesticides, synthetic fertilizers or GMOs.*

*\*The Cotton is grown by farmers working together, within a sustainable development project.*

### ***Helan Linea Bimbi (Infant Care Line) Cleansing Oil***



With Marigold, carrot, Bushnut, Sweet Almond, Olive, Soya and Grape Seed oils

This blend of Vegetable oils, similar to the skins lipid structure, does not obstruct pores and it dissolves and delicately removes skin secretions without damaging the skin. It is especially useful in the back of the head, where constant wetness can often cause rash.

Particularly suitable for cleansing young children's sensitive skin, on which repetitive use of water could cause burning and redness.

This product has a high skin affinity texture and leaves a long lasting protective layer that respects the physiology of the skin.

#### **HOW TO USE IT**

Apply on a wad of cotton. Does not need rinsing.

The use of this oil is specifically aimed to clean the scalp and to remove scabs (cradle cap) that can form on a newborn's head.

It is ideal for massaging a newborn baby's body: perfect for moments of great intimacy between the mother and *her baby; moments of cuddles and well-being.*

### ***Helan Linea Bimbi (Infant Care Line) Fluid Cleansing Cream***



Oat, Marigold and Chamomile, Sweet Almond and Marigold Oils

Baby's skin is sensitive and delicate, It requires gentle products free of soap so as not to deplete the skin's hydrolipidic protective film.

Helan's Cleansing Lotion has soothing and calming properties thanks to a concentration of plant

extracts such as oatmeal, Marigold and Chamomile flowers. It also moisturizes and nourishes skin owing to Marigold and Sweet Almond Oils extracts which delicately cleanse baby skin without altering its natural hydrolipidic balance, especially when skin is red or irritated and water is not recommended.

Soft and smooth, this lotion may be used on babies and children as a face and body cleanser.

#### **HOW TO USE IT:**

To remove impurities, use a wad of cotton wool with the right amount of the product in order to avoid subjecting the baby to many washes. This especially true in winter when

it might cause skin reddening and chapping.

No need to rinse.

## BATH TIME

Bath time can sometimes be a frightening experience, but when done right it can calm the most finicky baby. The products contained within Helan's Infant Bath Time Line concentrate on aromatherapy to relax the infant, while the nourishing and protective ingredients give the most beneficial bath experience.

### ***Helan Linea Bimbi (Infant Care Line) Total Care Shampoo and Bath Gel***



Oat Marigold and Chamomile

Undoubtedly, a cleansing product for the baby's skin has to be gentle, non-aggressive and it must not produce irritating effects.

This means that, aside from a slightly acid pH (physiological), the cleanser's protein, glucide structure must not remove the skin's sebum, amino acid

and protein.

Instead of shampoo and bath foam, Helan preferred a single protein for face, body and hair, made from surface active agents of vegetable origin: sugary substances extracted from sugar cane, beet-root, wheat, combined with fatty acids from Coconut palm.

This extremely gentle cleanser is enriched with Oat Flour proteins, Marigold and Chamomile extracts.

## HOW TO USE IT

Ideal for frequent washes, its cleansing action is particularly soft and keep the face, body and hair soft and silky. Pour out the right amount on a sponge and after a thorough wash, delicately rinse.

Doesn't irritate or sting eyes

### ***Helan Linea Bimbi (Infant Care Line) Soap Free Cleansing Bar for Sensitive Skin***



Corn starch and Oatmeal

Helan's "Oat Bar" is a neutral pH cleanser, that does not contain soap or coloring.

Enriched with Corn Starch and Oatmeal, this bar cleanses and softens the delicate skin of babies and young children.

## HOW TO USE IT

It forms a light, soft foam, with a delightful fragrance that rinses off easily leaving a pleasant feeling of freshness

### ***Helan Linea Bimbi (Infant Care Line) Fragranced Rice Starch***



Starch is the main component of Rice seed and when pulverized very finely, it has a pleasant refreshing and softening effect on the skin.

Enriched with Oatmeal, that is especially soft and soothing, this product avoids irritation of the inguinal folds (groin and inner thigh

area) of newborns, maintaining these areas dry and preventing redness and irritation.

Special ingredients such as Aloe Vera gel and Olive and Bushnut oils make this product especially moisturizing for a silk-skin effect.

The delicate perfume of "Acqua Luigia" provides a pleasant sensation of freshness and cleanliness.

#### HOW TO USE IT

It is ideal to use Rice Starch in your newborn's bathwater right from the first days after birth to avoid weakening of the delicate, hydrophilic film of the baby's skin without frequent washing. This rice Starch can also be used over the little one's body anytime after a bath to keep the skin dry even on the hottest days.

#### SKIN CARE

Infants skin is naturally soft, unless chapping has occurred from frequent wetness or there is a loss of water on the skin due to air conditioning or heating units. Helan has formulated skin care developed especially for infants to address the to not only nourish the baby's healthy skin but to address any skin problems common to infants and children

#### ***Helan Linea Bimbi (Infant Care Line) Soothing Protective Cream***



When a newborn's skin is in contact with a constant dampness, it often becomes wet and is subjected to redness and irritation. This can be avoided by correctly cleaning the skin with specifically researched products.

The Helan Protective Cream has been specifically formulated and made to efficiently block wetness and irritating substances and to protect your baby's skin in the delicate areas.

Enriched with Sweet Almond oil and Beeswax it is softening and lubricating. It contains Aloe Vera Gel and Marigold extract which make it soothing and calming. This makes a hydrating action which covers and protects and is specifically aimed to avoid rashes, irritations and chapping in the groin folds of skin.

#### HOW TO USE IT

Clean down the skin with a wad of cotton soaked in Fluid Cleansing Cream or, if the skin is particularly sensitive, clean it down with Cleansing Oil and then apply the thick layer of Soothing Protective cream without massaging.

Easily Spread and also easily removable.

#### ***Helan Linea Bimbi (Infant Care Line) Silky Liquid Talc Alternative***



Corn starch, Sweet Almond and Olive oils, Marigold and Chamomile, Vitamin E

The extremely gentle, fresh and innovative formulation combines both the dry effect typical of the traditional talcum powder and the silky and moisturizing pleasantness of a fluid cream rich in Corn Starch.

This liquid talc helps maintain the delicate natural balance of the baby's skin thanks to the softening and nourishing

properties of its content including sweet almond and olive oils, rich in moisturizing and restructuring agents, and marigold and chamomile extracts which have a calming and decongestant effect.

The liquid talc has also been created to be used for massaging the baby, a moment of great intimacy between mother and child, a moment of joy and cuddles. The talc glides easily over the baby's body to soften the skin leaving a sense of silky freshness and its gentle fragrance.

#### HOW TO USE IT

After a bath, warm a fair quantity of liquid talc on the palm of the hands and apply gently all over the body with slow circular movements.

The pleasantness of the product together with the massage will give the baby a great feeling of wellbeing leaving the skin delicately smooth.

#### ***Helan Linea Bimbi (Infant Care Line) Softening Cream***



Aloe Vera, Oat and Chamomile  
Sweet Almond, And Grape Seed Oils  
Karite Butter and Beeswax,  
Vitamins A and E

Fresh and velvety, this soft lotion combines the highly nourishing ability of Sweet Almond and Grape Seed oils, Karite butter and beeswax, rich in essential fatty acids, the regenerating action of Vitamins A and E, and the delicate soothing and emollient properties of Aloe Vera gel,

Oat and Chamomile flowers to improve the physiology of children's skin, providing it with moisture and softness.

This special formula makes this the ideal product for children.

#### HOW TO USE IT

Ideal for use every time your child is exposed to atmospheric agents (sun, wind, cold temperature). This cream can be lightly massaged on the child's whole body after bathing for many affectionate cuddles.... And to restore the right hydration.

Easily spread and rapidly absorbed without being greasy.





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