



pipetteTM



A baby's skin

You already know a baby's skin is different from your own skin—just one touch of that impossibly soft little cheek proves it.

But that skin is also particularly vulnerable: Infant skin is thinner and loses water much faster than adult skin. That's why baby skin needs extra love and care during the first few years, and that's why we created Pipette.

baby's first protection

When babies are born, their skin is coated with a creamy substance called the vernix. This barrier provides powerful natural protection for newborns, helping to ward off infection in the first few hours after birth and preparing baby skin for the outside environment.

What's in this miracle substance, anyway? Formed during the last months of pregnancy, it's rich with the super-hydrating molecule squalene, and has a protective, waterproofing effect on baby's skin. Squalene is your baby's built-in moisturizer, and it's key to keeping skin safe. When it's depleted, baby's immature skin can become vulnerable.





the perfect skin-nourisher

After studying the natural benefits of squalene in our labs, we created squalane, an extra-safe, stable, plant-derived version of squalene that baby's skin readily recognizes. Squalane is at the heart of all our formulas for both baby and mom. It's one of the best skin-replenishers around, and it's what makes our products so gentle and effective—from moisturizing wipes and cleansers to calming lotions, oils, and balms.



always clean

We drew upon our clean biotech knowledge to identify and ban more than 2000 suspect chemicals from our skincare. Because we know parenting is a tricky business—and between the laughs, tears (there will be a few), and firsts, you shouldn't have to worry about the safety of your baby's skincare. Our formulas are clinically tested to include only the most essential, effective ingredients—ingredients that skin actually needs, and nothing else.



always sustainable

Our products are good for the environment, too. Our squalane comes from sustainable, renewable Brazilian sugarcane, we use recycled materials for our packaging, and we take the most ecologically friendly route at every step. This stuff matters to us: Because someday these tiny humans will grow up, and we want them to inherit a healthier planet.





meet pipette

We keep it simple: no fluff, no fillers, no confusion. Just the things you and your baby depend on, made with the purest, cleanest possible ingredients.



For baby

- Baby Shampoo + Wash* - \$12.00
- Baby Lotion* - \$10.00
- Baby Oil - \$10.00
- Baby Balm - \$13.00
- Baby Wipes - \$4.00

Also available with calming aroma

For mom

- Belly Oil - \$20.00
- Belly Butter - \$16.00

