

Premium Baby Skin Care
Trusted by mothers all over the world



NATURALLY
WITH
LOVE



baby care guide



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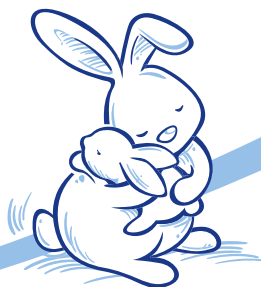
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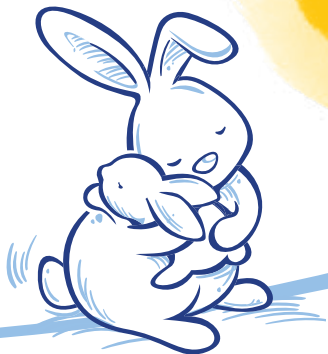




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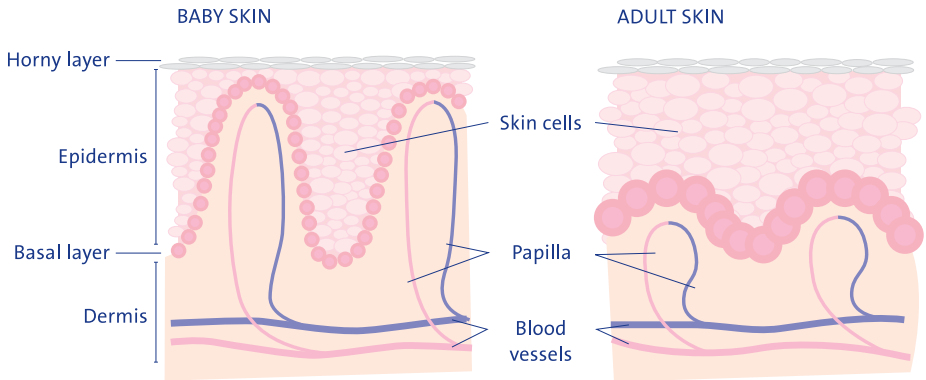


Baby skin: A sensitive cloak

Babies are miraculous yet very vulnerable beings since, in contrast to adults, their skin lacks important protective functions. Baby skin is different to adult skin as its topmost layer is around 20% thinner. In the first few months of life, your baby's skin allows more moisture to pass through and dries out faster, making it prone to irritation and inflammation. From this time on, you can protect baby's skin from drying out with special care.



Sensitive baby skin requires particular care and protection in the first year of life. That's why it is so important to use baby care products which are tailored to the special needs of baby skin. **sanosan** only uses nature's very best ingredients for delicate baby skin to ensure clinically confirmed maximum tolerability.



HOW DOES BABY SKIN DIFFER FROM ADULT SKIN?

Baby skin has a thinner outer layer compared to adult skin. The papillae with the blood vessels project further into the outer layer called the "epidermis". The cells of baby skin are smaller and not as close together, which makes the skin more porous. Baby skin hardly produces any sebum (oily secretion) before puberty. Perspiration is not able to regulate a baby's body temperature as effectively as it does in adult age. The acid mantle (fine slightly acidic film on the skin) only begins to develop after a baby has been born.

Baby skin requires gentle care

Sensitive baby skin requires specific care and protection. That is why it is so important to use baby care products which are tailored and formulated to meet the special needs of baby skin. These products must balance out as best as possible the protective function of the skin which is not yet mature. Ideal care products contain a carefully selected mixture of ingredients, as is the case with all **sanosan** products.

All our **sanosan** baby products are:

“Hypoallergenic”

This indicates that the products have almost no sensitising properties. **sanosan** products protect against skin irritations that have an increased allergy risk.



“Clinically tested”

This means that our products were tested in clinical trials on baby skin under the supervision of dermatologists and paediatricians.

All our baby products are **free from** everything that baby skin does not like – such as parabens, silicones, paraffin oil and SLS/SLES. **sanosan** baby products only contain ingredients that care for your baby’s sensitive skin.

All **sanosan** baby products focus on two natural active ingredients – **hydrolysed milk protein** and **organic olive oil**.

Hydrolysed milk protein and **organic olive oil** have protective and skin-soothing properties and create a hydro lipid film for soft, supple skin.



- The chemical structure of **organic olive oil** is very similar to some natural fatty acids of the skin. It is easily absorbed by the skin surface, contains antioxidants and is known for making the skin smooth.

Our **sanosan** products containing organic olive oil also help in sore skin.

- Milk is a natural nutrient that was designed by nature to feed the offspring of a species. Our **sanosan** baby products contain **hydrolysed milk protein** to protect against skin irritation. They leave an ultra-thin protective film on the skin and prevent it from drying out.



Care – soft skin, gentle protection

Ideal care products contain a carefully selected mixture of ingredients, as is the case with all **sanosan** products.

HOWEVER, IN ORDER TO GUARANTEE THE BEST POSSIBLE RESULTS, THE PRODUCTS MUST BE USED CORRECTLY

- Creams and lotions should not be applied too thickly to avoid clogging of pores and skin impurities.
- The diaper area requires particular protection. A protective ointment prevents skin irritations, but must not be applied too thickly. Allow your baby to go without a diaper as often as possible to let the air get to the bottom.
- Bathing is better than washing. Moisturising bath supplements prevent the skin from drying out.



Gentle protection for your baby's bottom

Every time a diaper is changed, this area has to be cleansed and if necessary, treated with ointment. The skin on baby's bottom is exposed to extreme stresses – and the result can be redness and skin irritations. We recommend warm water and **sanosan** Care Oil for the day-to-day cleansing of this area. The handy wipes remove all soiling simply and effectively. After cleansing, the baby's bottom should be dried thoroughly. If your baby's skin shows any signs of redness, you should apply **sanosan** Panthenol Ointment Diaper Rash, which protects the baby's skin, thanks to its high lipid content.

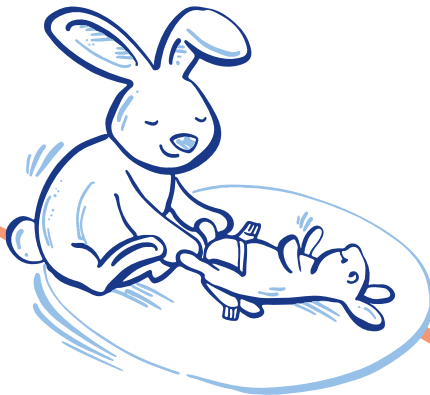


The basics of diapering

When and how should diapers be changed? What products do you need? Many questions asked by young parents that probably interest you, too.

HERE ARE A FEW TIPS THAT MAKE DIAPERING EASIER

- Switch on a heat lamp above the changing table.
- Remove the dirty diaper.
- Gently clean the diaper area – either with a damp wash cloth or an oily cloth. For girls, always wipe from front to back to prevent faecal bacteria from entering the vagina. When changing for boys, always cover the penis with a diaper or cloth. This keeps you from getting “peed” on.
- Allow skin to dry or pat it dry.
- Apply some **sanosan** Panthenol Ointment Diaper Rash if needed.
- Put on a new diaper.
- Never leave the baby on the changing table unattended.



TO PROTECT BABY'S SKIN FROM IRRITATION AND RASH, NOTE THE FOLLOWING

- Change the diaper frequently, because dry diapers prevent skin irritation.
- The diaper should not be too snug – it fits perfectly when there is room for one finger between the tummy and the diaper.
- After cleaning the diaper area, allow the baby's skin to dry thoroughly or gently pat it dry.
- Allow your baby to go without a diaper as often as possible to let the air get to his or her bottom.
- Zinc cream can be applied to the diaper area to prevent rash – e.g. **sanosan** Panthenol Ointment Diaper Rash. It protects the skin by creating a barrier against moisture and excretions.
- If the redness has not gone away in three days at the latest, consult your paediatrician.



Cleansing – washing, drying, applying cream and oil



Most babies love the experience of a warm bath as it is reminiscent of the time spent in the womb. The bath supplements from **sanosan** are the ideal choice for enhancing this experience. They protect delicate baby skin from drying out and dissolve liposoluble substances such as cream residue from the skin.

HERE ARE A FEW TIPS

- 1 Bathing is gentler than washing and promotes baby's well-being
- 2 Optimal duration: 5–10 minutes
- 3 Optimal water temperature: 36–37°C
- 4 Until the baby starts crawling, max. two baths a week are enough
- 5 Never leave a baby or toddler alone in the bath tub!

After the bath, you should dry your baby gently and apply **sanosan** cream, lotion or baby oil. They contain substances that calm and protect the skin. Combined with a gentle massage, this helps to foster the emotional connection between you and your baby.

Baby massage

You can show your love through intensive body contact between you and your baby. This is so important, especially in the first months of life, as it gives your baby a feeling of love and closeness. When you massage your baby, your hands stroke its whole body gently and rhythmically – this calms and relaxes your baby.

TREAT YOUR BABY TO A MASSAGE

You need a towel to put your baby on, **sanosan** oil, everything for diapering and fresh clothing. The optimal room temperature for a massage is 23–24°C – a heat lamp or fan heater can make it more comfortable. Place your baby on a towel with a pad under it if necessary. Watches and jewellery can get in the way and injure baby's tender skin – it is better to take them off. Your hands and the oil should be pleasantly warm for the massage. With **sanosan** oil, your hands glide more smoothly over the skin.

- Place a little **sanosan** oil into your palms and warm it up by rubbing your hands together.
- Gently massage the oil into your baby's skin, starting with the feet.
- Massage each toe with gentle circular movements, press your thumb gently against the soles of the feet.
- Move up to the legs, pressing the calves and thighs gently.
- To massage the chest and stomach area, place both hands flat on the middle of the body. Move your hands gently to the side along the ribs, as if smoothing down the pages of a book. Guide your hands to the middle in a heart-shaped motion without taking them off your baby's body.
- Using the same sequence of motions each time helps to relax your baby.
- The baby massage should not last more than 5–10 minutes.

Cleansing your baby's hair

For newborns, hair care is not so much about the hair but it is rather the gentle cleansing and massage of the scalp. It is enough to clean baby's wispy hair gently with bath water or a damp cloth. Then you should dry the hair carefully with a hair dryer.

For older babies, you can use **sanosan** shampoo. Massage the shampoo into the damp hair and rinse it out thoroughly. Try to make sure that no shampoo gets into your baby's eyes. You can prevent this by protecting the eyes with a wash cloth.

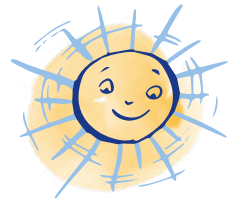


Sun protection for babies and toddlers

For babies and young children in particular, sunlight is important for bone and muscular development and the immune system. Yet too much sunshine is dangerous and can cause sunburn. Since young skin is not as effective at protecting itself as adult skin, it must be especially protected from UV rays. Babies up to one year old should never be exposed to direct sunlight. Let older children get used to the sun gradually and use a sunscreen with a high SPF factor. **sanosan** sun cream made especially for sensitive baby and toddler skin.

TIPS FOR IDEAL SUN PROTECTION

- 1 Avoid the intense mid-day sun.
- 2 Apply a generous amount of sun cream before going out into the sun. The less cream used, the less effective the protection offered.
- 3 Reapply cream on a regular basis to maintain protection, especially after going into the water, after drying off or after sweating.
- 4 Protect babies and infants from direct sunlight and use protective clothing and a sunscreen with a high sun protection factor (SPF of 25+). Even sunscreens with a high SPF cannot offer complete protection from UV rays.
- 5 Even when using a sunscreen, you should not spend too long in the sun with your baby. Each time the skin is burnt, this causes long-term damage and must therefore be avoided!
- 6 Excessive sunbathing presents a serious risk to health.
- 7 Avoid contact with clothing – sun protection may cause stains.
- 8 Avoid contact with eyes.
- 9 After sunbathing wash off all sunscreen thoroughly.



Questions? Answers

We will now give you answers and small tips to make your daily routine with your baby even easier.

HOW CAN I TELL THAT MY BABY NEEDS MORE CARE?

Your baby's skin is very thin and delicate. Many children also have very dry skin that flakes and itches. In this case, parents should start with a care programme immediately that restores moisture to the skin. For all babies with very dry skin, fatty creams with a low percentage of water are good. They help the skin develop its protective function and keep it from drying out.

HOW OFTEN SHOULD I APPLY CREAM TO MY BABY?

Apply a thin layer once a day as needed, this is usually enough. If this is not enough, you can apply cream more often, for example mornings and evenings. After bathing, we recommend applying **sanosan** Care Lotion to protect your baby's skin.

HOW CAN I GET MY BABY TO LET ME APPLY CREAM?

Create a pleasant atmosphere. A warm, quiet place and soothing music make the process easier. If you turn it into a ritual, your baby will look forward to having cream applied.

WHAT DOES DRY BABY SKIN NEED – LIPIDS OR MOISTURE?

Both. If only oil is applied to the baby's skin, the urgently needed moisture will be missing. If only moisturising cream is applied, lipids are missing. If the skin looks too dry despite the cream, switch to a cream with more lipids. It is easy to tell what kind of a cream it is from the ingredients of the product. An oil-in-water emulsion consists mainly of water – a water-in-oil mixture contains more oil, i.e. more lipids.

DOES MY BABY NEED DIFFERENT SKIN CARE IN SUMMER THAN IN WINTER?

Not necessarily. One product may be suitable for all seasons. But some children need a cream with a higher lipid content in winter. In summer, a sun cream, for example **sanosan** Sun Cream, should also be applied to exposed skin. In winter, we recommend using a water-free wind and weather cream for your baby's face and hands.

CAN I USE TOO MUCH CREAM ON MY BABY'S SKIN?

If the layer of cream that is applied is too thick, it can close the pores in the skin and lead to inflammation.

WHICH BATH PRODUCT SHOULD I CHOOSE?

For babies with dry skin, it's best to add a few squirts of bath oil to the bath water. After the bath, pat your baby dry and apply **sanosan** Care Lotion.




WHY IS IT IMPORTANT TO APPLY CREAM TO BABIES AFTER THE BATH?

Water withdraws moisture from the skin by washing away the protective oily layer. This means that the moisture stored in the skin can evaporate more quickly. Applying **sanosan** Care Lotion regularly can improve the moisture level and barrier function of the skin.

WHAT SHOULD I DO IF SANOSAN PRODUCTS GET IN MY BABY'S EYES OR ARE SWALLOWED?

sanosan products are not toxic. But children should not play with cosmetics. Please do not allow your child to play (unattended) with cosmetic products and always keep cosmetic products out of the reach of children.

WHAT SHOULD BE DONE IF ANYTHING DOES HAPPEN

-  Try to calm your child (if necessary) – and keep calm yourself. Your child will sense that you are calm.
-  If a cosmetic product gets in the child's eyes, try to rinse the eyes thoroughly with clear, lukewarm water (e.g. pour it from a pitcher).
-  If the child has swallowed a cosmetic product, try to rinse out its mouth (oral cavity) with clear water. Give your child a glass of water (non-carbonated). Do not try to induce vomiting and do not give your child milk or salt water to drink.

Our active substances

All **sanosan** products exclusively contain active ingredients which are tailored to the needs of delicate skin. They do not contain parabens, silicones nor mineral oils. **sanosan** products are ideal for use on sensitive skin.

CLINICALLY TESTED
under specialist supervision
HYPOALLERGENIC

parabens
silicones
paraffin oil
0%



All **sanosan** baby products are centred around the use of two natural active ingredients – **hydrolysed milk protein and organic olive oil**.

- These have protective and skin-soothing properties.
- They create a hydrolipid film for soft, supple skin.
- **sanosan** products containing organic olive oil reduce irritations on red and sore skin.
- **sanosan** products with hydrolysed milk protein leave an ultra-thin protective film on the skin and prevent it from drying out.
- **sanosan** products protect delicate baby skin against skin irritations.

Milk protein

ORIGIN

Milk protein is a basic component of cow milk. Milk protein contains many essential amino acids that the human body cannot produce on its own. **We use only hydrolysed milk protein in our sanosan products to minimise the risk of lactose allergy.**

EFFECT

Milk protein supplies the skin and hair with moisture naturally and for a long period. This benefits dry skin and sensitive skin, which is calmed by milk protein. Hydrolysed milk protein forms a protective layer on the skin to retain moisture naturally.

CONTAINED IN

- Care Lotion
- Panthenol Ointment Diaper Rash
- Care Cream
- Bath & Shampoo
- Soap
- Wash Foam
- Cream to Powder

Milk



olive



Olives – organically grown

ORIGIN

Since antiquity, olives and olive oil have been known to be healthy and were used in cosmetic products. Olives are rich in vitamins and secondary plant compounds and grow best in a dry climate with plenty of sunshine, for example, the Mediterranean area.

EFFECT

With its valuable substances, olives and oil are invaluable for skin care and help repair dry, chapped skin. The antibacterial effect and many vitamins protect the skin and make it soft and smooth. Olive oil is only slowly absorbed and is thus ideal as a massage oil and for gently smoothing rough skin. We use only olives from controlled organic cultivation in our **sanosan** products.

Almost every **sanosan** product contains valuable oils or extracts from organically grown olives.

Allantoin

ORIGIN

Allantoin is a synthetic ingredient used in **sanosan** products.

EFFECT

Allantoin soothes and protects the skin. Allantoin helps relieve irritated skin and is usually very well tolerated. This makes allantoin especially suitable in products for sensitive skin.

CONTAINED IN

- Care Powder

Almond oil

ORIGIN

The almond tree originally comes from western or central Asia, but is today cultivated mainly in the Mediterranean area and California. The ripe, sweet almond is cold pressed to preserve the precious substances such as vitamins, minerals, trace elements, and the high percentage of unsaturated fatty acids.

EFFECT

Almond oil is a very gentle, mild oil and is especially suitable for sensitive, dry and rough skin. The palmitin oil in it allows the nourishing substance to be absorbed by the skin making the skin soft and smooth. Vitamin E protects against skin damage from the environment. Due to its unusual combination of nutrients, sweet almond oil is one of the most valuable oils for skin care, especially for baby skin.

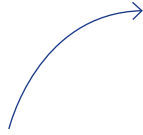
Almond

CONTAINED IN

- Care Oil



Bisabolol



Bisabolol

ORIGIN

Chamomile, from whose oil bisabolol is extracted, originally comes from Spain. Due to the huge significance of the substance for industrial production, it is now extracted almost exclusively from the Brazilian candeia tree.

EFFECT

Bisabolol protects the skin. Antibacterial properties are also attributed to this substance. The isolated substance is less allergenic than pure chamomile extract, which can lead to allergies in sensitised individuals.

CONTAINED IN

- Care Oil

Panthenol

ORIGIN

Panthenol is also known as pantothenol and provitamin B5. It is a relevant component of the coenzyme A and is involved in the metabolic process of the skin. Panthenol is produced synthetically.

EFFECT

Panthenol is used in many skin care products because of its moisture retaining and regenerating effect. Because it is very well tolerated, it is used especially in products for sensitive skin and baby skin.

Many **sanosan** products contain panthenol.

Calendula

ORIGIN

Calendula, also known as marigold, has been used for skin care since the Middle Ages because of its special effect. The precious plant with the bright orange and yellow blossoms originally came from the Mediterranean region.

EFFECT

Calendula soothes irritated skin. It is very versatile because it protects tender lips and also keeps sensitive skin in babies and the elderly healthy.

CONTAINED IN

- Care oil

Calendula



Soy



Vitamin E

ORIGIN

Vitamin E is also called tocopherol and is extracted from soybeans or sunflowers.

EFFECT

Vitamin E has a wide range of positive cosmetic effects. For example, it binds moisture in the skin and regenerates cells, which also reduces skin damage from UV rays. It also smoothes the skin perceptibly. In general, it is very well tolerated.

CONTAINED IN

- Care Oil
- Panthenol Ointment
- Sun Cream



Imported & Marketed by

 Glowderma Lab Pvt. Ltd.

303, A-Wing, Naman Midtown,
Senapati Bapat Marg,
Prabhadevi (West),
Mumbai - 400013

 +91 91366 69700/800

 customercare.sanosan@glowderma.com

 /sanosanbabyin  /sanosanbabyin

 /sanosanbabyin  /company/sanosanbabyin



Further information at
www.sanosanbaby.in