



EllaOla

Essential Guide for Caring
for Your Baby's Skin

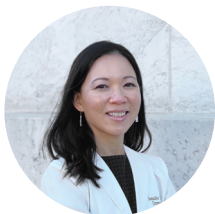
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Introduction

From choosing the right ingredients to build a healthy barrier, to protecting the skin from the sun and environmental stress, baby skincare needs to be taken seriously from the first year of life! With so many baby products available to parents, it can be challenging to know where to start and which ingredients are best for your baby. Finding the best products for your little one can be overwhelming and expensive! We want to help families navigate the options and guide you on your search for great skincare for your baby.

EllaOla's experts, a team of board-certified Harvard dermatologists, share common skincare challenges treatment tips, and recommendations for protecting your little one's delicate skin.



"One of the biggest challenges facing parents today is the sheer number of skin care products available on the shelf and online. While there are many choices, there is a lack of information about how and when these products should be used. All of this in addition to the high prices of many products result in a lot of stress and anxiety for parents."

- Dr. Jennifer Huang, MD,
Board-certified Pediatric Dermatologist, Boston Children's Hospital,
Associate Professor of Dermatology, Harvard Medical School



Skincare Ingredients for Baby's Skin (Do's and Don'ts)

Do's

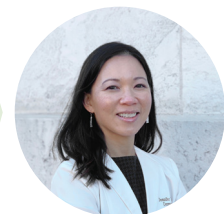
- * Look for plant-based ingredients and rigorous testing
- * Steer clear of fragrance in any baby skincare product
- * Opt for sulfate-free
- * Protect your little one's skin from the sun
- * Read the label for recognizable, organic ingredients - many skincare products have hidden chemicals

Don'ts

- * Avoid fragrance - it can irritate delicate skin
- * Avoid chemical sunscreens - opt for non-toxic options
- * Avoid bubble bath - the chemicals dry out skin and pose health hazards
- * Avoid harsh preservatives - the chemicals can irritate sensitive skin
- * Avoid flower / bark - could contain hidden allergens

"Babies don't need to smell nice to have clean and healthy skin and hair. Just like all of the other organs in their bodies, baby skin is still growing and maturing after they are born. Their skin is thin and sensitive and can react to ingredients that adult skin does not react to. Fragrances can be irritating and result in future allergic reactions. When it comes to baby skin care products, the simpler the better!"

- Dr. Jennifer Huang, MD,
Board-certified Pediatric Dermatologist, Boston Children's Hospital,
Associate Professor of Dermatology, Harvard Medical School



Clean Label Certifications



The first nontoxic certification in America verifying that finished products (in a wide array of categories) are made from a base of materials, components, and ingredients not known to harm human health or the environment.



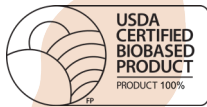
Products undergo a strict review by the United States Department of Agriculture of their full supply chain - farming, sourcing, handling, and processing. Raw ingredients must be free of GMO's, antibiotics, herbicides, and toxic chemicals and can't be grown with synthetic fertilizers, pesticides, or sewage sludge.



An independent panel of leading medical experts reviews products intended for use by those with eczema or severe sensitive skin conditions.



Environmental Working Group is a nonprofit that reviews and ranks products and ingredients so consumers can be aware and make more informed purchase decisions.



The United States Department of Agriculture Biopreferred Program was created to help consumers easily identify and rank products derived from plants and other renewable natural ingredients.



The NSF/ANSI is an organic standard for personal care products.



Essential Ingredients for Nourished Baby Skin

FRENCH GOLDEN ALGAE

Forms a biofilm with a patented technology that protects the skin from irritants and environmental stressors and provides moisturizing and skin soothing benefits for the most delicate skin.

"A powerful prebiotic, algae helps to support and nourish the development of a healthy skin microbiome."

- *Dr. Jennifer Tan, MD,*
Board-certified
Pediatric Dermatologist,
Harvard Medical School



ARGAN OIL

A powerful antioxidant that will soothe and moisturize the skin while not clogging pores. Daily application of argan oil has been shown to restore the skin barrier and maintain hydration, leaving skin feeling soft and smooth.

Regarded as "liquid gold", it is one of the rarest and most precious oils in the world. It is rich in essential omega fatty acids, antioxidants, and vitamin E.



ORGANIC SHEA BUTTER

A wonderful natural moisturizer which leaves the skin feeling smooth and well hydrated.



In one clinical study in children with eczema, shea butter improved itch and quality of life.



COCONUT WATER & COCONUT OIL

Abundant in over 10 essential vitamins and minerals, these ingredients help to strengthen the skin barrier, boosts hydration, and combats infection.



"I frequently recommend coconut oil as a moisturizer, in all skin types but particularly in eczema-prone babies. Like coconut oil, coconut water is thought to promote a healthy biome and hydrate the skin."

- Dr. Jennifer Tan, MD,
Board-certified Pediatric Dermatologist, Harvard Medical School

SQUALANE

Hydrates the skin by locking in moisture without clogging the pores, leaving a protective barrier but not a sticky finish.

Excellent emollient properties, Soothes dry skin and inflamed skin conditions



Common Skincare Concerns for Little Ones



Diaper Rash

WHAT IS DIAPER RASH?

Diaper rashes are a common skin concern for infants and toddlers. They can cause red splotches and scales to appear in the genital area and on the child's bottom. Diaper rashes are common because they grow in warm, moist places - like inside a diaper!

WHAT CAUSES DIAPER RASH?

The diaper area is subject to irritation from urine, stool, and wiping. Keeping a protective cream in the diaper area can prevent irritation and inflammation. You can use diaper creams on a regular basis (with every diaper change) to prevent diaper rash as well, which can be especially beneficial in those first few months of life through 9 months when diaper changes are most frequent.

WHAT ARE THE BEST INGREDIENTS TO TREAT DIAPER RASH?

Look for zinc oxide in diaper creams, which acts as a strong barrier and also has anti-inflammatory properties. Zinc oxide based diaper creams are hard to wipe off - this is a good thing! Along with zinc oxide, ingredients such as shea butter, coconut oil and sunflower oil help to hydrate and repair the skin.



DIAPER RASH TREATMENT TIPS

- 1 Change dirty diapers as soon as possible
- 2 Use water and a soft washcloth or baby wipes that are alcohol and fragrance-free
- 3 If the rash is severe, use a squirt bottle of water to clean the area
- 4 Let your child go diaper-free as long as possible to let the skin dry and heal
- 5 Apply a fragrance-free, zinc oxide [diaper cream](#)
- 6 Opt for disposable diapers if rash isn't clearing up after a few days



Eczema

WHAT IS ECZEMA?

Eczema (atopic dermatitis) tends to appear as patches of dry, itchy skin. The itch can be uncomfortable for little ones and often interferes with sleep. Scratching can cause the rashes to get infected.

While there is no known cure for eczema, the condition can be treated so your child can experience relief. Eczema treatments usually target four common problems: dryness, itching, irritated skin / inflammation, and infection.

WHAT CAUSES ECZEMA?

According to the National Eczema Association, what exactly causes eczema is unknown. Researchers don't know why babies develop eczema, though they do know it's due to a combination of environmental allergens and genetics. Eczema in babies can cause rashes on a baby's skin, itchy skin and eczema flare-ups in the affected areas.

A variety of environmental factors can trigger eczema in infants, including certain cleansers, soaps and shampoos. Dry air and ointments can also trigger baby eczema.

WHAT ARE THE BEST INGREDIENTS TO TREAT ECZEMA?

There are a lot of skincare products available that tout treatment for eczema. A few ingredients that you should look for are coconut oil, which keeps the skin hydrated and healthy, coconut water, which promotes a healthy biome and hydrates the skin, and shea butter, which reduces inflammation.

An infant-safe oil can also help to remove dead skin cells, which are attracted to the oil. This is why oils are frequently used in scaly pediatric skin conditions like eczema, as well as cradle cap and ichthyosis.



ECZEMA TREATMENT TIPS

- 1 Moisturize your little one's full body twice daily
- 2 Bathe daily for 5-10 minutes in lukewarm water
- 3 Use only [fragrance-free, hypoallergenic cleansers](#) and don't use bubble bath in the bath water
- 4 Pat your child's skin dry - don't rub
- 5 Apply an [infant-safe, fragrance-free oil](#) to the affected areas
- 6 Apply a [fragrance-free hydrating lotion](#) to the whole body immediately after bathing (while the skin is still damp) every day
- 7 Dress your child in soft, organic fabrics (like 100% cotton) and use mild, fragrance-free laundry detergents. Avoid fabric softeners or fabric sheets in the dryer

If your doctor has prescribed any topical medicines, apply these to the areas of rash (before applying any moisturizers.) To prevent your child's scratching the rash, it may help to keep your baby's nails clipped short or to put on cotton mittens during sleep.





Cradle Cap

WHAT IS CRADLE CAP?

Cradle cap is a scaly rash on the scalp, identifiable by its patchy, yellowed appearance. Cradle cap will usually resolve itself without a prescription before baby's 1st birthday, but some cases do persist beyond the 12-month mark.

WHAT CAUSES CRADLE CAP?

While it's a very common skin condition that affects more than 50% of babies, the exact cause of cradle cap is not known. Healthcare professionals generally attribute cradle cap to excess oil being trapped in glands on the scalp (occurs during the birthing process from mom's hormones) as well as a prevalent yeast on the skin, which is likely transferred from mom during the birthing process.

WHAT ARE THE BEST INGREDIENTS TO TREAT CRADLE CAP?

Healthy oils can help to loosen stubborn scales that are easy to comb off without hurting your little one's scalp. Look for coconut oil, argan oil or grapeseed oil for scalp nourishing benefits. An old wives tale recommends using olive oil to loosen scales - but be aware that olive oil can introduce more yeast (a probable cause of cradle cap) to the skin.



"Oils soothe dry skin and help gently remove cradle cap without irritating baby's skin."

- Dr. Molly Wannier, MD,
Board-certified Dermatologist, Assistant Professor of Dermatology,
Harvard Medical School



CRADLE CAP TREATMENT TIPS

- 1 Use a gentle, [fragrance-free shampoo](#) at end of bath time
- 2 If scales are stubborn, apply an [organic oil](#) to baby's scalp during bath time and allow to sit for several minutes to loosen the scales
- 3 Gently remove scales with a [soft brush](#), comb, or toothbrush
- 4 [Organic oil](#) can be applied on the scalp for several hours pre-bath to help stubborn scales slide off



A blend of argan, coconut, avocado and grapeseed oil can deliver a powerful dose of soothing anti-oxidants that will maintain a healthy barrier in all baby skin types – from normal to cracked, eczema-prone skin. I especially love to use oils to treat cradle cap in babies as it helps to remove the flaky scale that builds up on the scalp.

*- Dr. Jennifer Tan, MD,
Board-certified Pediatric Dermatologist,
Harvard Medical School*





Baby Acne

WHAT IS BABY ACNE?

Baby acne affects up to 20 percent of infants younger than six weeks. Baby acne is rarely cause for concern - it often goes away on its own without treatment in a few weeks or months.

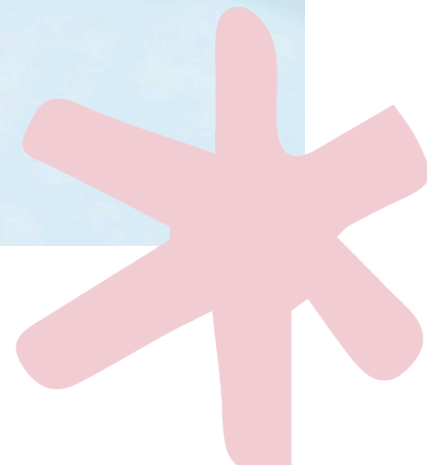
Neonatal acne is the more common type of baby acne, which typically appears 1-2 weeks after birth. If your little one develops acne at the 6 month mark or later, it is likely infantile acne - make sure to consult with your pediatrician / pediatric dermatologist if your little one develops acne later than 6 months postpartum.

WHAT CAUSES BABY ACNE?

Newborns still have many maternal hormones circulating in their system in the first few weeks following birth. These hormones can cause pimples to develop on the face (chin, cheeks, forehead and eyelids, for example), and baby acne may present on the chest, neck or back, too.

WHAT ARE THE BEST INGREDIENTS TO TREAT BABY ACNE?

Baby acne is typically treated at home with gentle care and an effort to keep baby's skin clean and dry. Hypoallergenic, fragrance-free mild soaps are the best options to avoid further irritation.





BABY ACNE TREATMENT TIPS

- 1 Gently clean baby's face daily with a [mild baby cleanser](#)
- 2 Opt for fragrance-free options
- 3 Don't use any OTC acne treatments - your little one's skin is too sensitive for the harsh treatments created for adolescents and adults!
- 4 Don't scrub with a washcloth or when towel drying - use gentle sweeps and pat dry to avoid irritation

Changing Table Checklist

Dr. Jennifer Tan recommends three simple products, three simple steps for a simple, effective routine:



A CLEAN MOISTURIZER FOR YOUR BABY'S DELICATE SKIN

Key benefit: Baby skin is easily irritated; a protective barrier can help to prevent irritation and inflammation of the skin which can result in eczema (dry, red, and itchy skin)



A THICK MOISTURIZING CREAM FOR BABY'S FACE

Key Benefit: A deeply nourishing, extra-rich cream moisturizes your baby's face to protect it from external factors like drool and other irritants which can aggravate their sensitive skin



A LIGHTWEIGHT MASSAGE OIL FOR COMFORTING BABY

Key benefit: An ideal part of the daily skin care routine to relieve dry and irritated skin and help with cradle cap. An infant-safe, non-greasy formula absorbs quickly and easily to leave baby's delicate skin silky and soft



Establish a Nightly Routine

After a long day, a nightly skincare routine is a wonderful way to bond & wind down with your baby. Dr. Tan shares her must-know tips for gentle baby skin care:

- 1 Bathe for less than 10 minutes with baby bath soak
- 2 Use a [gentle cleanser](#)
- 3 Pat (don't rub) dry with a soft absorbent towel
- 4 Apply a [diaper rash cream](#) as needed
- 5 Give your baby a massage with an organic, fragrance-free, infant-safe [massage oil](#)
- 6 Immediately put on a [fragrance-free moisturizer](#) from head to toe
- 7 Use a [thick moisturizer](#) to hydrate and repair baby's face



The [Baby Bath Soak](#) contains potent ingredients that have been scientifically proven to help eczema and dry skin: colloidal oatmeal, coconut, black tea and dead sea salt. Packaged in a soft, biodegradable sachet that doubles as a cleansing cloth, this luxurious bath experience helps to replenish the skin barrier to keep all skin types healthy and hydrated! We recommend incorporating one to two times weekly to restore, replenish and rehydrate.

- Dr. Jennifer Tan, MD,
Board-certified Pediatric Dermatologist, Harvard Medical School





Babies are made to be resilient, but their sweet skin is delicate. Incorporating a skincare routine for your little one establishes a strong barrier to harsh environmental factors, and also gives you a special bonding moment with your little one each day. EllaOla's science-backed, plant-based skincare products are formulated with clean, organic, safe ingredients to protect your baby's delicate skin. We ban over 2,500 potentially toxic ingredients and search the world for only the best in each formula. Every formula is vetted by our exceptional team of Harvard dermatologists - who are as committed to gentle and effective baby skincare as we are.

EXPLORE THE COLLECTION



[Superfood Baby Shampoo & Body Wash](#)



[Soothing Baby Face Cream](#)



[Organic Bath Soak](#)



[100% Organic Baby Massage Oil](#)



[Hydrating Baby Lotion](#)



[Protective Diaper Rash Cream](#)