



MAKE YOUR GENTLE TOUCH GENTLER

Bath time is wonderful bonding experience

Did you know?

1. A newborn baby's skin is 40% thinner than adult skin. That's why it absorbs and loses moisture at a faster rate.
2. Baby tear reflexes and tear ducts are not fully developed. That's why you may find young infants crying without tears.

Choosing a gentle product is one way to enjoy bath time with you baby. Bath-time is not just about the critical cleansing and caring of your baby's delicate skin. Babies love bath time, and it offers unique ways for laughter to blossom between you and your little one.

Our NO MORE TEARS® products are formulated to exceptionally high safety standards to be mild and gentle to the eyes, so you don't have to worry about protecting your baby's delicate eyes during bath time.

Tips to Make Your Gentle Touch Gentler brought to you by 



Here are 10 simple steps in making baby's bath time easy & fun.



1 Before putting baby in the tub, check water temperature. Add a few drops of top-to-toe wash into the bath water.



2 Talk to your baby to give reassurance, then undress and wrap him firmly in a towel.



3 Gently clean baby's eyes using a cotton ball moistened with clean, warm water for each eye, wiping from inside corner of the eye, outwards.

4 Use a new piece of cotton wool or wash cloth to clean baby's face, nose and the areas behind the neck, ears and around the mouth area.



5 Gently massage baby's scalp with specially formulated 'No More Tears®' top-to-toe wash that does not sting your baby's eyes. Rinse thoroughly and gently pat baby's head dry.



6 Unwrap your baby. Lather your baby before placing him in the bath. Then, hold baby securely and lower him into the water.



7 With a washcloth, wash your baby, taking special care to clean between the skin folds. Wash from front to back and always wash the nappy area last.



8 Lift your baby out of the water and quickly wrap him in a towel. Gently pat him dry.



9 Immediately apply baby lotion onto your baby to keep baby's skin soft and smooth.



10 Have a fun bonding moment with your baby to signal the end of the bath!