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ABC ARBONNE BABY CARE®

Collection Focus Guide



Oh, baby

A baby's skin is more delicate and fragile than our own. It can be thinner and continues to develop through the first year of life, making it more vulnerable to irritants. As a result, it can also be more sensitive and requires products that deliver gentle care.



Natasha Kovar and family
Arbonne Independent Consultant
Regional Vice President

AGAINST THE ELEMENTS

Skin acts as a protective barrier – the first line of defense against outside organisms, toxins, irritants and allergens. It's also the body's largest organ, so no matter what your age, it's important to care for it with hydration, skin conditioning agents, and gentle cleansers.



Austin
Son of Shao Chang,
Production Designer





All the Best

Many baby care products on the market contain artificial fragrances, dyes, and other chemical ingredients that can irritate a baby's skin. The best approach when caring for delicate skin is to prevent irritation in the first place and take steps to maintain healthy skin. All parents want baby care products they can trust for their little one, while providing necessary cleansing, moisture, and protection.



Baby (Skincare) Steps

The first step to supporting healthy skin for your baby is proper cleansing, with mild fragrance and soap-free cleansers that have less potential for irritation. Moisturizing is the next step, which helps delicate skin retain hydration to resist drying and abrasion. When choosing skincare products for baby's skin, it's important to make sure that they are free of irritating substances like fragrance. The products should soothe and hydrate, leaving their skin feeling and looking healthy, soft and nourished.



THE ABC ARBONNE BABY CARE STORY

ABC Arbonne Baby Care products are developed with the finest, most gentle ingredients for baby's ultra-delicate skin and hair. They're tested by pediatricians, dermatologists, and parents to meet the Certified Arbonne Clean standards, along with our strict ingredient policy.

THE DIFFERENCE

This collection delivers naturally inspired products that soothe, moisturize, protect, and cleanse your child's delicate skin, and help avoid common skin irritations like allergies to environmental factors, artificial fragrances, and chemical agents. Created without harsh additives, the cleansing agents used are mild vegetable surfactants that can be easily washed off the skin.

The ABC Arbonne Baby Care® collection **is made up of products that parents can feel good about using on their baby** – offering the utmost in pure, safe, beneficial care.

A photograph of a woman with long dark hair kissing a young child on the cheek. The child is looking towards the camera. The background is a soft-focus green, suggesting an outdoor setting.

Debra Frenes Baez and son
Arbonne Independent Consultant
Area Manager

A photograph of two young boys standing in a field of tall sunflowers. The boy on the left is wearing a white button-down shirt and has his arms raised high with an open-mouthed smile. The boy on the right is wearing a white shirt under a blue denim jacket and also has his arms raised. The sunflowers are bright yellow with dark brown centers, and the background is filled with more flowers and green foliage.

Son of Tamlyn & Andrew Samuel
Arbonne Independent Consultants
National Vice President Partnership

Son of Stefania Fontes
Arbonne Independent Consultant
Executive Regional Vice President

The Arbonne Advantage

Naturally inspired, ultra-gentle products developed for absolute baby care – avoiding common skin irritants like artificial fragrances and harsh chemicals.

The ABC Arbonne Baby Care Collection



◆ Hair & Body Wash

◆ Diaper Rash Cream

◆ Body Lotion

◆ Sunscreen Broad Spectrum SPF 30

To learn more about each product, visit [The Source](#) and search:
ABC Arbonne Baby Care Meet the Product Sheets.

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