



When a mother is born



{
 0% parabens
 0% SLS
 0% phenoxyethanol
 0% dyes
 0% allergens in the fragrances
 }



SPECIALLY FORMULATED TO MINIMIZE THE RISK OF ALLERGIES

The Mister Baby line of dermocosmetics



The natural skin protection

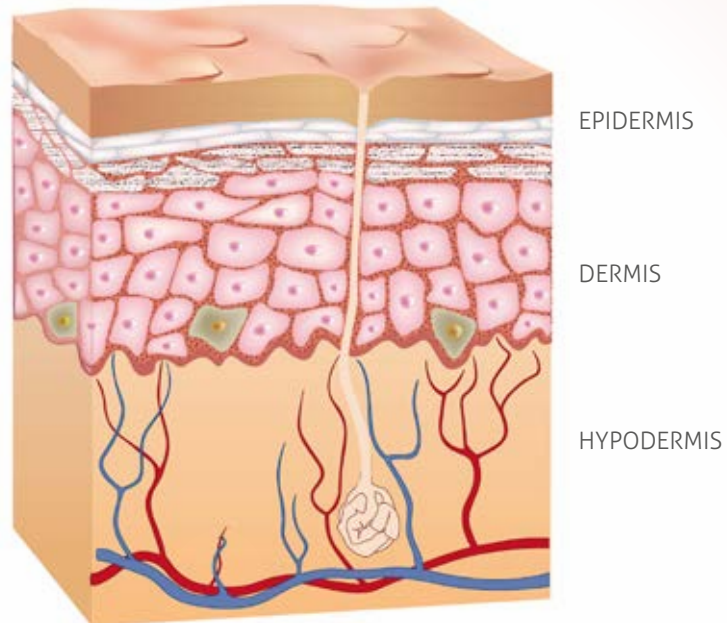
The skin is the largest organ of human body and it performs essential functions for health and general well-being. It is not only the first barrier against bacteria and viruses, a healthy skin maintains water balance and helps to regulate body temperature. It is very important to take care of the skin daily and it is critical to do it since the first days of life.

The skin is composed of different superimposed layers, each of which plays a specific role:

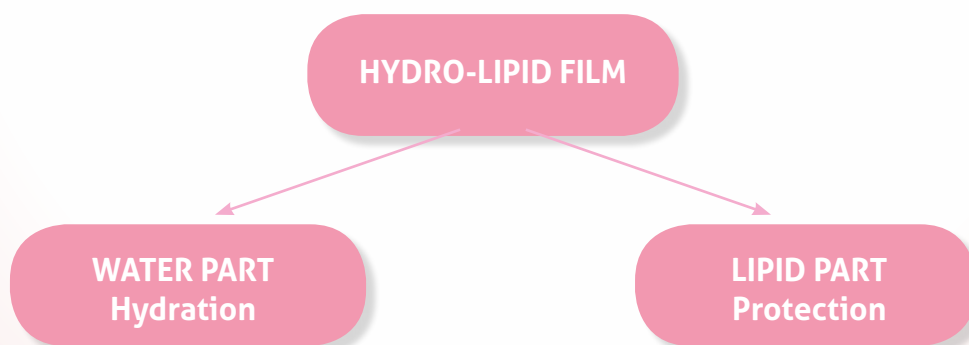
The epidermis - the first barrier against the penetration of external agents.

The dermis - the more vital layer, nourishes the skin and contains sensory receptors.

The hypodermis - protects organs from trauma and regulate the body temperature



The epidermis is covered with an emulsion of water and lipids known as hydro-lipid film, which provides protection and hydration of the skin surface.



The water part is composed of the Natural Moisturizing Factor (NMF), a mix of amino acids, organic acids, sugars and ions.

Its function is to retain water in the skin and self-regulates the water production to maintain the optimal level of skin hydration.

The baby's skin

At the moment of birth the baby's skin is uncontaminated, but over a few hours it comes in contact with the bacterial flora present in the environment. The Vernix caseosa contributes to protect the skin, but soon it is eliminated through cleansing. The NMF factor is present in smaller quantities in infant's skin, frequently causing dryness and this is the reason for the use of moisturizing products.

The baby skin is different from the adult one from a morph-functional point of view, in particular epidermis and dermis are thinner, the pH is slightly higher (5.5-7.0), there is a lower content of melanin, minor defenses against fungi and bacteria and the hydro-lipid film is underdeveloped.

At first sight, the newborn skin has some typical characteristics, including flaking and cracking (due to dehydration), redness, especially in the area in contact with the diaper.

What is NMF

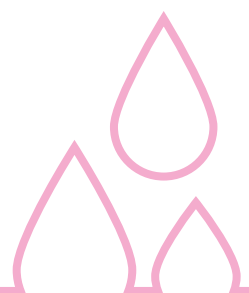
The NMF, **NATURAL MOISTURIZING FACTOR** is a protective film that covers the baby's skin from head to toe; it is a mixture of various hygroscopic substances, naturally present on the skin. When there is a NMF deficit, the skin's water loss increases causing dryness and irritations.

The Purpose of the NMF is to maintain the right level of humidity on the horny layer.

The NMF is a mixture easily removable with water and solvents, so it is very easy to lose the skin moisture.

Some acidic substances present in NMF makes the pH of a healthy skin at about 5.5, this is the prerequisite condition to grant that the delicate cutaneous ecosystem is not attacked by harmful bacteria.

Using overly aggressive cleansers and washing too often are the main causes of reduction and loss of NMF.





Mister Baby Advanced Research Center



The **MISTER BABY ADVANCED RESEARCH CENTER** is where we study babies. Here, a group of pediatricians, obstetricians and dermatologists work in close collaboration with major universities and alongside parents to create innovative products and systems for mothers and fathers, through careful observation and study of babies.

The center also avails of the unique, indispensable collaboration of parents, who, as the direct observers of their babies' needs, provide us with an inexhaustible source of experience and valuable suggestions.

FORMULAS WITH NATURAL INGREDIENTS

Our formulas are realized with a wealth of natural ingredients.

COCOA BUTTER

- Highly protective properties.
- Extremely emollient qualities.

CHERRY PIT OIL

- Widely used in the treatment of dry skins.
- Extremely rich in anti-oxidants.
- Vitamin A.
- Vitamin E.

OLIVE OIL DERIVATIVES

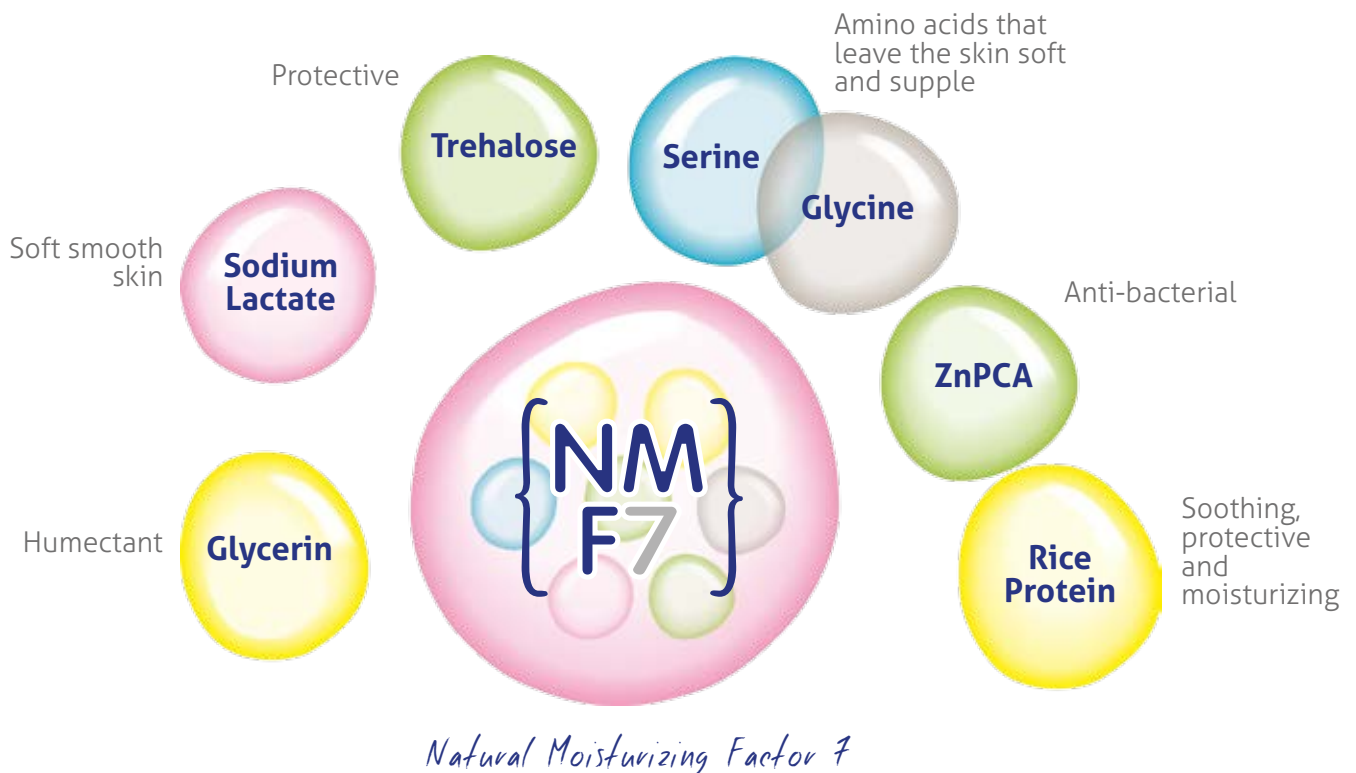
- Very similar composition to human sebum.
- Rich in polyunsaturated acids and polyphenols, carotenoids and vitamin E.
- Anti-inflammatory.



Innovation: the new NMF7 complex

Developed and patented after years of research, it replicates the natural action of Natural Moisturizing Factor in hydrating baby's skin.

- **IT RECONSTRUCTS THE MOISTURIZING MIXTURE** on the skin's surface that is lost during cleansing.
- **IT MAINTAINS THE CORRECT HUMIDITY LEVEL** of the corneal layer.
- **IT INCREASES THE SKIN'S BARRIER FUNCTION.**
- **PROTECTIVE AND ANTI-BACTERIAL.**



CLEANSING



PROTECTIVE BATH 500 ml

Mister Baby **Protective Bath** ensures a soft gentle action on the skin, helping it to maintain the natural hydration and health.

Gentle daily cleansing, helping to maintain the physiological wellbeing of the skin thanks to the innovative active ingredient NMF7 in its formula, a complex of natural elements, some present in baby's skin.

Its soft lather makes washing and rinsing easier, with extra-mild surfactants.

**ITS SOFT LATHER CLEANSSES
AND PROTECTS**

COD.	PC/box.
GA12390	12



CLEANSING



GENTLE SHAMPOO 250 ml

Mister Baby **Gentle Shampoo** is particularly suitable from birth for washing and detangling tiny knots in baby's fine hair.

It contains the innovative active ingredient NMF7, a complex of natural elements, some present in baby's skin, which ensures protection and helps to maintain the skin's natural hydration and health. Its soft lather makes washing and rinsing easier. Mild formula.

**GENTLE CLEANSING
NO TEARS**

COD.	PC/box.
GA12389	12



CLEANSING

CLEANSING MOUSSE

200 ml

Mister Baby soft **Cleansing Mousse** is a gentle foam particularly suitable for washing baby's head and body.

It has an easy pump action top and contains the innovative active ingredient NMF7, a complex of natural elements, some present in baby's skin, which ensures a moisturizing action, helping to keep the skin healthy.



**SOFT FOAM THAT CLEANSSES
AND MOISTURIZES**

COD.	PC/box.
GA12391	12



CLEANSING

CLEANSING MILK

250 ml

Mister Baby **Cleansing Milk** is formulated without aggressive surfactants, making it suitable for frequent use while maintaining the natural equilibrium of baby's skin.

It contains the innovative active ingredient NMF7, a complex of natural elements, some present in baby's skin, which maintains and restores the skin's natural hydration and health, restoring both the hydrophilic and lipophilic parts of the hydrolipid film on baby's skin. It also contains cherry pit oil and cocoa butter, highly emollient natural active ingredients that help and reinforce the protective barrier, reducing irritation and reddening.



**FREQUENT USE
MOISTURIZING**

COD.	PC/box.
GA12388	12



CLEANSING

BATH OIL

190 ml



72%
NATURAL
INGREDIENTS

The **bath oil** Mister Baby is indicated for cleansing of the body up from the first days of the baby's life by ensuring a high hydration also for sensitive skin and prone to dryness. Formula enriched with sweet almond oil, cherry, limnanthes and shea butter, active ingredients that help it reinforce hydration and protection of the child's skin.

**GENTLE CLEANSING ACTION
SINCE THE EARLY DAYS**

COD.	PC/box.
GA12975	6



HYDRATION

BODY CREAM

250 ml



97%
NATURAL
INGREDIENTS

Mister Baby **Body Cream** maintains and restores baby's skin hydration right from birth. Its formula is enriched with cherry pit oil and cocoa butter, highly emollient natural active ingredients that help and reinforce the protective barrier, helping to prevent and soothe irritation and reddening.

It contains the innovative active ingredient NMF7, a complex of natural elements, some present in baby's skin, which maintains and restores the skin's natural hydration and health, restoring both the hydrophilic and lipophilic parts of the hydro lipid film on baby's skin.

**FORMULA RICH OF NATURAL
INGREDIENTS TO NOURISH
BABY'S SKIN**

COD.	PC/box.
GA12392	12



HYDRATION

FACE CREAM 50 ml



NATURAL
INGREDIENTS

The concentrated formula of Mister Baby **Face Cream** is enriched with cherry pit oil and cocoa butter, highly emollient natural active ingredients that help and reinforce the protective barrier, helping to prevent and soothe irritation and reddening.

It contains the innovative active ingredient NMF7, a complex of natural elements, some present in baby's skin, which maintains and restores the skin's natural hydration and health, restoring both the hydrophilic and lipophilic parts of the hydrolipid film on baby's skin.

**A CONCENTRATED FORMULA
RICH OF NATURAL INGREDIENTS
SPECIFIC FOR BABY'S FACE**

COD.	PC/box.
GA12393	12



8 017045 011924

PAMPERING

EAU DE COLOGNE 100 ml



A fresh, flowery, fruity scent for babies that will bring back childhood memories. It is safe to use on babies thanks to its total absence of alcohol and hypoallergenic fragrance.

**ALCOHOL FREE
HYPOALLERGENIC
FRAGRANCE**

COD.	PC/box.
GA12438	6



8 017045 011962



DIAPER CHANGE



NAPPY PROTECTIVE CREAM 100 ml

EMOLLIENT ACTION: thanks to the properties of NMF7, it ensures hydration of the corneal layer, leaving baby's skin velvety soft.

PROTECTIVE Zinc Oxide (20%) creates a breathable barrier that keeps the skin dry, even in contact with a diaper.

SOOTHING: its protective efficacy is boosted by the addition of a corn starch derivative with a characteristic soothing action, specific for the prevention and treatment of reddened, irritated skin.

COD.	PC/box.
GA12395	12



**PROTECTIVE, EMOLLIENT
AND SOOTHING**

DIAPER CHANGE



TALC IN CREAM 150 ml

Talc in cream Mister Baby combines the effect of the complex Nmf7 with talc and other active components getting a triple action:

NUTRITIONAL ACTION: thanks to the presence and the synergy of these active ingredients: cocoa butter, complex and cherry kernel oil Nmf7, helps maintain ideal hydration and ensures a nutritional effect.

ABSORBENT: Talc creates a protective film absorbent reduces moisture that you create in contact with diaper and in particularly sensitive areas (skin folds, armpits, etc.)

SOOTHING: the presence of corn starch derivative favors an emollient and soothing activity of formulation of talc Cream Mister Baby.

COD.	PC/box.
GA12974	6



**ABSORBING ACTION TALC WITH
WORDING IN CREAM**

CLEANING WIPES

Mister Baby **wipes** are soft fabrication woven with a rich formula that contains the innovative NMF7 complex by ensuring an effective protective action and emollient cleansing gently the face, the hands and the baby's bottom.

72 Cleaning wipes



COD.	PC/box.
GA12752	12



20 Cleaning wipes in a compact and portable format



COD.	PC/box.
GA12984	12





COUNTER-TOP DISPLAY UNIT

PRODUCT	CODE	PC
NAPPY PROTECTIVE CREAM 100 ML	GA12395	6
CLEANSING MILK 250 ML	GA12388	6
FACE CREAM 50 ML	GA12393	6
GENTLE SHAMPOO 250 ML	GA12389	6

COUNTER-TOP DISPLAY UNIT

24 pcs.

260 x 350 x 345h mm

GA1255400



FLOOR DISPLAY

PRODUCT	CODE	PC
NAPPY PROTECTIVE CREAM 100 ML	GA12395	20
CLEANSING MOUSSE 200 ML	GA12391	8
FACE CREAM 50 ML	GA12393	15
EAU DE COLOGNE 100 ML	GA12438	8
BODY CREAM 250 ML	GA12392	12
CLEANSING MILK 250 ML	GA12388	12
PROTECTIVE BATH 500 ML	GA12390	9
GENTLE SHAMPOO 250 ML	GA12389	12

FLOOR DISPLAY

96 pc

408 x 250 x 1700h mm

GA1287000





BABY WIPE DISPLAY UNIT

PRODUCT	CODE	PC
WIPES IN DISPLAY UNIT	GA12394	60
REFILL WIPES	GA12394	120

MINI PALLET OF WIPES
180 pcs.
409 x 319 x 1305h mm
GA1255100

WINDOW CARD AND SHELF EDGE STRIPS



WINDOW CARD
600 x 900 mm
GA12573



SHELF EDGE STRIP
420 x 76.7 mm
GA12575





www.misterbaby.it