

Sensitive Skin In Babies



WHY GENTLE SKIN CARE FROM DAY ONE MATTERS

A baby's skin is more than soft. It's a developing organ that plays a vital role in immunity, hydration, and protection. But unlike adult skin, it's thinner, more porous, and more reactive to its environment. In fact, infant skin loses water faster and absorbs substances more readily, making it more prone to irritation, dryness, and infection if not properly cared for.¹

That is why baby skincare is not just about fragrance or feel, it's about choosing products that respect this vulnerability and help build a healthy skin barrier from day one. Products should be:

- *Gentle*

Formulated with carefully selected herbs and ingredients.

- *Safe*

Clinically tested and proven safe for baby's sensitive skin.

- *Researched*

Scientifically developed by combining traditional wisdom with modern science.

The vulnerabilities of baby skin

Newborn skin is still adjusting after birth. The stratum corneum, the outermost layer of the skin barrier, is less developed and contains fewer natural moisturising factors. This means baby skin is more susceptible to transepidermal water loss (TEWL), dryness, and reactions to allergens and harsh ingredients.²

This delicate balance is easily disrupted by over-washing, strong soaps, or synthetic additives. Even well-meaning parents may unknowingly expose their baby's skin to unnecessary stress by using adult products or heavily fragranced cleansers.

COMMON SKIN CONCERNS IN BABIES

Several skin issues are common in the first year of life. Most are harmless but can be distressing if not gently managed.

- **Dryness and flaking** often appear on the **face, arms, and legs** in newborns as the skin acclimates to a drier environment.
- **Nappy rash**, caused by prolonged exposure to moisture, friction, and irritants, needs particular care with mild cleansing and protective emollients.
- **Eczema** appears as red, itchy patches and is often triggered by allergens, heat, or detergents. It requires barrier support and avoidance of harsh ingredients.²
- **Heat rash** is common in warm climates. It results from blocked sweat ducts and can be relieved by keeping the skin cool and dry.

These conditions often resolve naturally, but can worsen with the use of products that contain sulphates, parabens, synthetic dyes, or fragrances.⁴ Prevention starts with choosing the right skincare.

WHAT TO LOOK FOR IN BABY SKINCARE PRODUCTS

When it comes to baby skin, simplicity and safety matter. Products should do more than smell nice. They should support skin development, maintain hydration, and prevent irritation. Here's what to look for:

- *Gentle formulations*

Choose products that are specifically designed for baby skin and are clinically tested for mildness. Harsh cleansers, alcohols, and strong preservatives can damage the barrier.

- *Free from harmful additives*

Avoid parabens, sulphates, phthalates, mineral oil, and synthetic colours. These can disrupt the skin microbiome and increase sensitivity.⁵

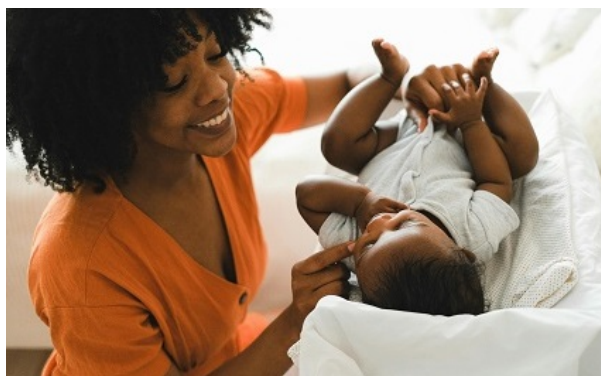
- *Natural and calming ingredients*

Traditional botanicals like olive oil, almond oil, and chickpea can nourish, soothe, and protect baby's skin without irritating.⁶⁻⁹

Help babies thrive naturally

Choose baby skincare products specifically formulated to be gentle, nourishing, and to protect the baby's natural skin barrier. The range should cleanse without drying, protect delicate skin while helping soothe the baby's nervous system, and promote a positive bonding between caregiver and baby.

Look for ingredients such as **chickpea and fenugreek** found in the **Himalaya Baby Care** range that cleanses without irritation.⁸ **Olive oil and almond oil** are key ingredients in **Himalaya Baby Cream** that lock in moisture. Soothing botanicals such as **aloe vera and winter cherry** in **Himalaya's Nourishing Baby Oil** help reduce redness and promote comfort while aiding relaxation.^{6,7,8} From bath and hair care to moisturising and protection, every step should help maintain and protect baby's skin barrier and lock in moisture, without harsh residues or added fragrances.



DAILY SKIN CARE ROUTINE THAT SUPPORTS SKIN HEALTH

Bath time is more than cleansing. It's a chance for baby and caregiver to bond and to ensure baby's skin is nourished and protected, thereby enhancing the baby's skin barrier. Here are simple ways to make it count:

1. Use a tear-free, clinically tested shampoo that softens hair, cleanses gently, and helps to maintain scalp health. A gentle bath formula should clean baby's delicate skin without stripping oils.¹⁰
2. Bath baby in the evening, ideally about an hour after feeding, to help promote restful sleep.¹⁰
3. Make bath time playful with singing and soothing voices. This will ease tension and make the experience enjoyable.⁸
4. Follow with a gentle baby massage using a gentle plant-based lotion to soothe and hydrate baby's skin and calm the nervous system, such as winter cherry in Himalaya's Nourishing Baby Oil ^{11,8}

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Start gentle, stay consistent



The choices a caregiver makes in the early weeks set the foundation for your baby's long-term skin health. Skin ailments, such as dryness or sensitivity, can escalate into eczema or dermatitis if the barrier is not supported.⁴ Choosing products that contain gentle, natural ingredients that care for your baby's skin from day one can set babies up for long-term health. Be sure to avoid products containing harmful ingredients such as fragrances, parabens, lanolin, and mineral oil.

Gentle care is not a luxury. It's a necessity for long-term health.

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