

HELENVITA[®] Baby



For the ones you love the most!



SPECIALLY DESIGNED CARE FOR THE SENSITIVE BABY SKIN

- Clinically proven results*
- Dermatologically tested
- Ophthalmologically tested
- Hypoallergenic
- Free of surfactants, parabens, mineral oil, PEG
- Free of SLS-SLES

*Based on a European's
Research Company's studies



HELENVITA[®]
Baby



For the ones you love the most!

HELENVITA Baby is specially formulated, to meet the developing needs of baby's growing skin.





Basic Differences between Baby and Adult Skin

- ❖ The outer layer(epidermis) of baby skin is 20% to 30% thinner than adult skin and therefore less resilient.
- ❖ Infant skin, absorbs and loses moisture, faster than adult skin.
- ❖ External substances that cause irritations, penetrate infant skin faster than adult skin, since the natural skin barrier is not yet fully developed.





Baby Skin Characteristics

- ❖ **Immature**, maturity only after 2 to 3 years.
- ❖ **Fragile**, since it doesn't have all the functions and properties of adult skin.
- ❖ **Higher (pH ≈ 7)**, than adult skin.
- ❖ **Less protected**, from environmental bacteria and harmful substances.
- ❖ **Thinner hydrolipidic layer**, than adult skin.
- ❖ **Prone to dryness & dehydration**, since baby skin is sensitive to environmental attacks.





Baby Skin Conditions

- ❖ **Dry skin**, with atopic tendency (eczema like).
- ❖ **Hypersensitive**.
- ❖ **Nappy rash**, a common type of skin inflammation (dermatitis).
- ❖ **Cradle Cap**, oily, yellowish crusts on the baby scalp, where the skin appears red with rashes.
- ❖ **Irritated skin**, susceptible to infections.





For the ones you love the most!

HELENVITA Baby Properties

Due to the pre-mentioned baby skin characteristics, conditions and differences with the adult skin, **HELENVITA Baby** products:

- ❖ Use **pure raw materials**, of extreme tolerability and safety.
- ❖ Prioritize **natural ingredients** use.
- ❖ Use as **less ingredients**, as possible.
- ❖ Are **free from: Alcohol, Soap, Paraben, Allergens, PEGs , SLES, SLS & Colorants.**
- ❖ Are **Hypoallergenic, Dermatologically tested, Ophthalmologically tested.**
- ❖ **Totally suitable** for baby skin.





For the ones you love the most!





Formula Core Ingredients

I. Cotton Extract

The symbol of softness and purity, is rich in **Proteins, Vitamins B Complex & Sugars**, that soften, soothe, moisturize and protect the baby skin.

Active molecules / Related properties

Proteins

Conditioning agent, skin soothing

Vitamins B

Anti-seborrhoea, anti-inflammatory

Sugars

Moisturizing factor





For the ones you love the most!



Formula Core Ingredients

II. Bilberry Oil

Ideal for baby skin reconstruction, as it contains extremely high concentration of **Polyunsaturated Fatty Acids**, plus the optimal ratio of **Ω3 & Ω6**, while is rich in **Phytosterols & Vitamin E**.

Component	Typical content	Main component
Tocopherols	100-300 ppm	α -tocopherol
Tocotrienols	200-500 ppm	γ - tocotrienol
Sterols	0.8-1.2 %	β -sitosterol
Total fatty acid	≥ 80 %	-
MUFA	≥ 15 %	Oleic acid
PUFA	≥ 50 %	α -Linolenic Acid and Linoleic Acid
Omega 6/omega 3		1 – 1.5



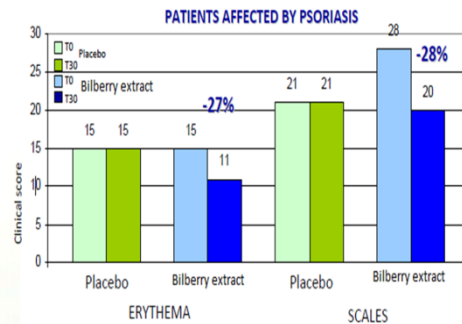


For the ones you love the most!



Bilberry Oil Clinical Study

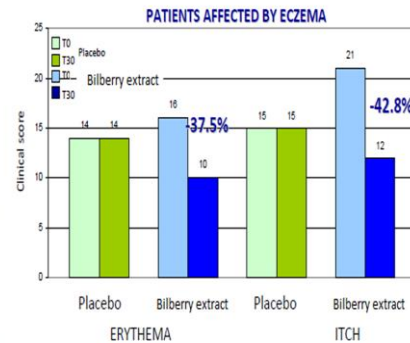
This clinical study consisted of 30 patients: 10 belonging to the placebo group, 10 affected by psoriasis and 10 affected by eczema, which had an, on-the-spot, twice daily, application of an, oil-in-water emulsion, containing **2% Bilberry Extract**, in comparison to a placebo, over a 30 days period.



Clinical evaluation scale for skin manifestations:

- 0=absent
- 1=mild
- 2=marked
- 3=severe

Observed skin erythema decreased by 27%
Observed scales formation decreased by 28%



Clinical evaluation scale for skin manifestations:

- 0=absent
- 1=mild
- 2=marked
- 3=severe

Observed skin erythema decreased by 37.5%
Itch decreased by 42.8%

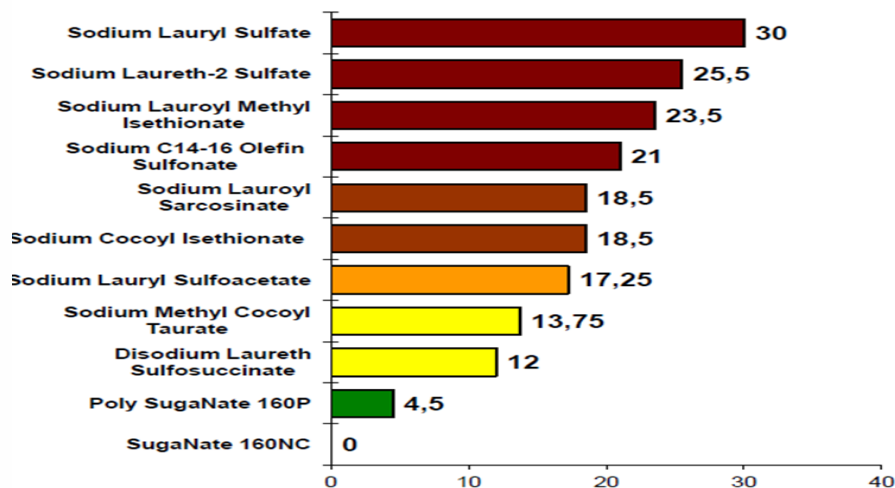




For the ones you love the most!

HELENVITA Baby Innovation: Use of Extremely Mild Surfactants

Most baby cleansers, contain surfactants with degreasing effectiveness, which can damage the hydrolipidic layer of the skin. Especially in infant skin, where the hydrolipidic layer is still incomplete, these damages may cause severe irritations and in this perspective, the use of mild surfactants in baby products, becomes a necessity.





For the ones you love the most!

BABY ALL OVER CLEANSER

Extremely mild, gentle **Foaming Liquid** cleanser for body & hair.

The naturally derived cleansing ingredients, with proven low irritancy, respect the fragile hydrolipidic layer of baby skin, while reducing the appearance of dryness and irritations, after bathing.

→ Available in 300ml & 1L packaging with dispenser

Ingredients & Benefits:

- The **Provitamin B5**, softens and moisturizes the skin, while the **Cotton Extract**, rich in **Vitamins** and **Sugars** softens and soothes the skin, during cleansing.

- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ Ophthalmologically tested
- ✓ Free from SLES, SLS, Soap, Parabens, Mineral Oil & PEG



1lt



300ml





For the ones you love the most!



1lt

BABY ALL OVER CLEANSER TALC

Extremely mild, gentle **Foaming Liquid** cleanser for body & hair.

The naturally derived cleansing ingredients, with proven low irritancy, respect the fragile hydrolipidic layer of baby skin, while reducing the appearance of dryness and irritations, after bathing.

→ Available in 300ml & 1L packaging with dispenser

→ With new perfume talc

Ingredients & Benefits:

- The **Provitamin B5**, softens and moisturizes the skin, while the **Cotton Extract**, rich in **Vitamins** and **Sugars** softens and soothes the skin, during cleansing.

- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ Ophthalmologically tested
- ✓ Free from SLES, SLS, Soap, Parabens, Mineral Oil & PEG



HELENVITA[®] Baby



For the ones you love the most!

BABY BATH OIL

Oily, cleansing **Shower Foam**, specially designed for the care and gentle cleansing of **baby's skin**.

Its base consists of **89% natural emollients and soothing oils**, that moisturize the skin. Easily rinsed off with water, without leaving any residues and pollutants.

Ingredients & Benefits:

- **Bilberry Oil, Avocado, Bisabolol**: soothe, soften and protects from irritations the sensitive baby skin
- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ Recommended for sensitive skin
- ✓ Free from Surfactants, Parabens, Mineral Oil & PEG



200ml with dispenser



HELENVITA[®] Baby



For the ones you love the most!

BABY BODY BATH SOFT FOAM



400ml



150ml



Extremely mild, cleansing Foam, specially designed for the care and gentle cleansing of baby skin.

The naturally derived cleansing ingredients, respect the fragile hydrolipidic layer of baby skin and reduce the appearance of dryness and irritations.

→ Available in **150ml & 400ml** packaging with dispenser

→ **Ideal for using on the go, it can be easily rinsed with a tissue.**

Ingredients & Benefits:

- **With Cotton Extract:** Softens and soothes the skin during cleansing
- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ Free from Soap, SLES, SLS, Parabens, Mineral Oil & PEG



HELENVITA[®] Baby



For the ones you love the most!

BABY HANDS CLEANSING GEL

A mild cleansing **Gel**, specially designed for the gentle cleansing and care of hand's skin. The naturally derived cleansing ingredients, respect the skin's fragile hydrolipidic layer and reduce the appearance of dryness and irritations.

→ Available in 200ml & 1L packaging with dispenser

Ingredients & Benefits:

With Cotton Extract: Softens and soothes the skin during cleansing

- ✓ Dermatologically tested
- ✓ Ideal for sensitive skin
- ✓ Free from SLES, SLS, Parabens, Mineral Oil & PEG



1lt



200ml



HELENVITA[®] Baby



For the ones you love the most!



200ml

BABY BODY MILK

Mild **Emulsion**, enriched with selected ingredients, for the hydration and extra care of the sensitive baby skin, after bathing.

It moisturizes, protects and strengthens the defense of the sensitive infant skin.

Ingredients & Benefits:

- The **Bilberry Oil**, rich in **Ω3 & Ω6 Fatty Acids** and the **Cotton Extract**, strengthen the hydrolipidic layer of the baby skin, while at the same time, soothe and protect from inflammation.

- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ Free from Parabens, Mineral Oil & PEG





For the ones you love the most!

BABY LIQUID TALC

Liquid emulsion with 1/3 natural Corn Powder designed for the care and protect of delicate baby's skin.

The high concentration in natural powder, absorbs the surface moisture under the diaper and the skin folds.

Spreads easily and is immediately absorbed, leaving a silky powder sensation.

→ Talc free.

Ingredients & Benefits:

- With Cotton Extract & Bilberry Oil: Soften and soothe the skin during cleansing | protect from irritations

- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ Free from Parabens, Mineral Oil & PEG



TALC
FREE



150ml



HELENVITA[®] Baby



For the ones you love the most!



150ml

BABY NAPPY RASH CREAM

Ideal **Cream** for diaper change, with ingredients that help prevent, the nappy rash and skin irritations.

The **10% Zinc Oxide** contained in the cream, creates a protective film, which isolates the skin from impurities and protects efficiently, from moisture and infections, without dehydrating the skin.

Ingredients & Benefits:

- **Bilberry Oil** and **Bisabolol**, strengthen the hydrolipidic layer, while sooth and protect from inflammations, the sensitive baby skin.
- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ Free from Parabens, Mineral Oil & PEG



HELENVITA® Baby



For the ones you love the most!

BABY CRADLE CAP OIL

Ideal Oil for the cradle cap care.

When the oil comes in contact with the water, forms a mild emulsion, which removes gently, the cradle cap from the baby scalp and can be rinsed off easily.



50ml

Ingredients & Benefits:

With **Bilberry Oil & Bisabolol**: soothe and protect from Inflammations the sensitive baby skin

- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ Free from Parabens, Mineral Oil
- ✓ Perfume free



HELENVITA[®] Baby



For the ones you love the most!

BABY FIRST TEETH RELIEF GEL

Gentle and safe **Gel**, provides immediate relief to the gums, from the discomfort associated with the appearance of the first baby teeth.

CE



30ml

Ingredients & Benefits:

- Thanks to the **polysaccharide Pollulan**, a protective film is formed in gums, while the **alkalic Tripotassium citrate** reduces their sensitivity.
 - Contains **Chamomile** and **Licorice Extracts**, with soothing and relaxing action, which relieve efficiently, from the discomfort the babies feel, while having their first teeth.
 - The **Mint Extract** offers a refreshing and relief sensation, while **Xylitol** softens and protects the tired gum.
- ✓ Safe for oral use
 - ✓ All ingredients can be digested
 - ✓ **CE, medical device**
 - ✓ Free from Sugar & Pharmaceutical Substances



HELENVITA[®] Baby



For the ones you love the most!



110ml

BABY MASSAGE OIL

Natural and silky **massage oil**, ideal for keeping your baby's sensitive skin velvety. Its distinctive aroma along with your gentle moves will create a sweet sensation of security to your baby, helping it to calm and relax before bedtime.

Ingredients & Benefits:

- Enriched with **sunflower oil**, **Omega-6 fatty acids** that protect the skin from irritation and dehydration.
- Natural softening and soothing oils and vitamins such as **avocado** and **calendula oil**, **bisabolol** and **vitamin E**, moisturize and soothe the skin.

- ✓ Dermatologically tested
- ✓ Free from Parabens, Mineral Oil





For the ones you love the most!



20pcs



64pcs

BABY SOFT BABY WIPES

Soft baby **Wipes** impregnated with **Chamomile Extracts**.

Ingredients & Benefits:

- With **Chamomile Extracts**
- Contain **Vitamin E**, cleansing gently the baby skin.

→ Available in 20pcs & 64pcs packaging.

- ✓ pH 5.5
- ✓ Dermatologically tested
- ✓ Hypoallergenic
- ✓ For external use only
- ✓ Free from Alcohol, Paraben, SLES, Propylene, Glycol & Allergens



HELENVITA® Baby



For the ones you love the most!

BABY SAFETY COTTON BUDS



50pcs

Safety cotton **Buds**, made from **100% Pure Cotton** of superior quality. Offer additional safety, due to their special shape. Ideal for the daily care and hygiene of the children.

- ✓ Microbiologically tested
- ✓ For external use only



HELENVITA[®] Baby



For the ones you love the most!



50pcs

BABY CLEANSING PADS

Pure cotton **Pads**, made from **100% Pure Cotton** of superior quality for the gentle cleansing of the baby.

Non fleecing.

Non dissolving.

✓ Microbiologically tested





For the ones you love the most!

Clinical Studies



BABY BODY MILK CLINICAL STUDIES

- ✓ **40%** in baby's skin hydration after 1 day use



BABY NAPPY RASH CREAM CLINICAL STUDIES

- x3 times** more skin protection from irritations
- x2 times** faster recover of irritated skin



BABY LIQUID TALC CLINICAL STUDIES

- ✓ **2,5 times** more skin protection from irritations
- ✓ **3 times** faster recover of irritated skin



FIRST TEETH RELIEF GEL CLINICAL STUDIES

- ✓ **80%** of babies had a reduced pain sensation
- ✓ **82%** satisfaction with the product's effectiveness by parents



HELENVITA[®] Baby



For the ones you love the most!

MARKETING SUPPORT ATL

TV

Product
Placement
in TV



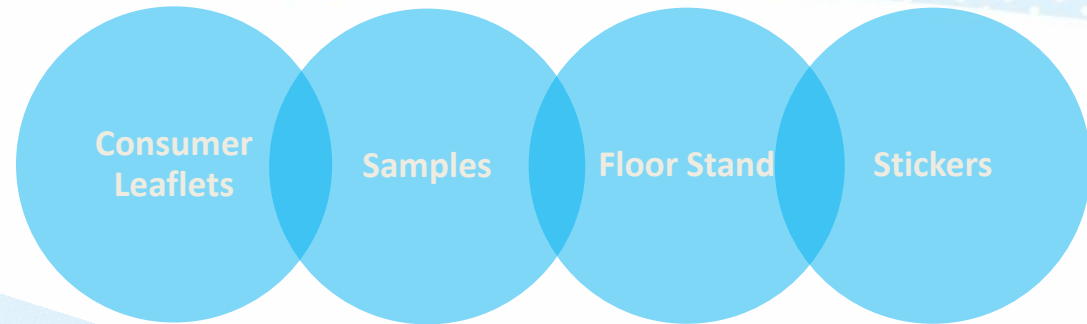
HELENVITA





For the ones you love the most!

MARKETING SUPPORT BTL



HELENVITA[®] Baby



For the ones you love the most!

MARKETING SUPPORT BTL

Visual
Merchandise

In store
events

E-shops



HELENVITA[®] Baby
Γι' αυτούς που αγαπάς περισσότερο

ΔΩΡΟ
ALL OVER
CLEANSER 100ml

Εξοικονομάς το μαρκαδόρο, οι προσωνίες και το παθ.

Με την αγορά
HELENVITA BABY

• Αποδοτικότητα απολέπισης
• Δερματολογικά ελεγκμένα
• Οφθαλμολογικά ελεγκμένα
• Υποαλλεργικά
• Χωρίς parabens, παραφωσφάτο, PEG
• Χωρίς SLS-SLES
*Βασισμένο σε μελέτες Ευρωπαϊκού Κοινωνικού Κέντρου

ΕΙΔΙΚΑ ΣΧΕΛΙΑΣΜΕΝΗ ΦΡΟΝΤΙΔΑ ΓΙΑ ΤΟ ΕΥΑΙΣΘΗΤΟ ΔΕΡΜΑ ΤΟΥ ΜΙΚΡΟΥ ΣΑΣ

Pharmex
www.helenvita.gr





For the ones you love the most!

MARKETING SUPPORT BTL

Visual
Merchandiser

In store
events

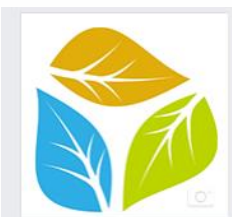
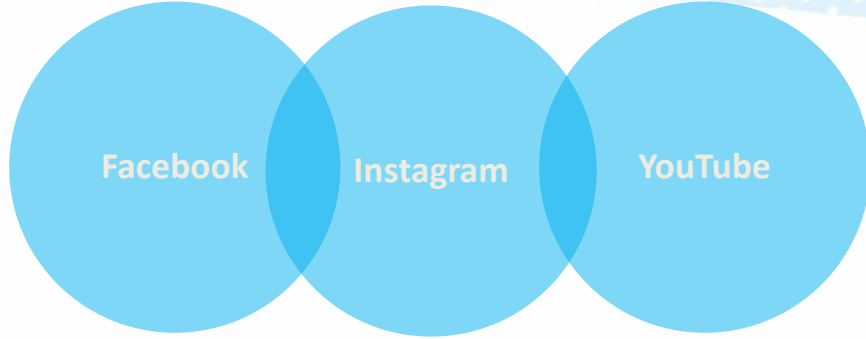
E-shops



HELENVITA[®] Baby



For the ones you love the most!



Liked Following Share

Χρησιμοποιήστε το εξαιρετικά απαλό All Over Cleanser που είναι ειδικά σχεδιασμένο για τον καθαρισμό και την ενυδάτωση της βρεφικής επιδερμίδας. 300ml & 1lt. Ανακαλύψτε όλα τα προϊόντα της σειράς Baby εδώ><https://helenvita.gr/baby.html> #helenvitababy



Helenvita
@helenvita.gr

- Home
- About
- Photos
- Reviews
- Videos
- Posts
- Community
- Info and Ads
- Promote
- Manage Promotions



37 2157 391
δημοσιεύ... ακόλουθοι ακολουθ...

Στείλτε μήνυμα

HELENVITA@_Greece
Υγεία/Όμορφιά
A complete range of innovative dermo-cosmetics that highly contribute to people's Well Being, from Health to Beauty
ΔΕΙΤΕ ΤΗ ΜΕΤΑΦΡΑΣΗ
www.helenvita.gr/
Kífissou Ave. 132, Peristéri, Attiki, Greece 121 31

Κλήση Email Οδηγίες



HELENVITA[®]
Baby



For the ones you love the most!



Thank you!



132 Kifisou Ave 121 31, Peristeri

Tel: +30 210 51 99 200

e-mail: info@pharmex.gr www.pharmex.gr

