



# PERSONAL CARE

## NEWAYS GENERATIONS™ BABY HAIR AND BODY WASH

*A gentle, nourishing bath*

### DESCRIPTION

You wouldn't put just any cleanser on your baby's skin. But even when you think you're getting the most non-irritating baby wash you can find, it could still contain some harsh ingredients that you don't know about—ingredients that may irritate your baby's skin.

No need to worry anymore. Introducing NEWays Generations™ Baby Hair and Body Wash, an all-over cleanser for your baby that's gentle and deeply nourishing to skin and hair. This proprietary formula features olive oil and oats combined with other baby-friendly ingredients in a unique botanical blend. The result is an all-natural gel that cleanses and soothes young skin and leaves hair with a residue-free shine.

Safety-tested, dermatologist-approved, and preservative-free, Baby Hair and Body Wash incorporates the latest ultra-mild ingredients to create a gentle foaming action that maximizes safe and effective cleansing while minimizing health risks and irritation. It's all you need for skin and hair that's perfectly clean, soothed, and smoothed.

Neways Baby Hair and Body Wash contains no SLS, propylene glycol, or added preservatives and features only natural fragrances. Nature creates it, science refines it, and Neways delivers safe and effective cleansing for your child with NEWays Generations Baby Hair and Body Wash.

### BENEFITS

- Gently cleanses even the most delicate skin
- Cleans and nourishes hair
- Leaves skin and hair smooth and naturally clean

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(continued)

### RECOMMENDED USE

Squeeze Baby Hair and Body Wash into palm or onto a cleansing cloth and gently massage to form lather. Apply to skin and hair. Rinse thoroughly with clean water.

### KEY INGREDIENTS

- *Sodium cocoyl apple amino acids*—A very mild surfactant derived from the amino acids of apple proteins.
- *Sodium lauriminodipropionate*—An effective cleansing agent that boosts foam and builds viscosity.
- *Cocamidopropyl hydroxysultaine*—An outstanding surfactant that stabilizes foam and builds viscosity.
- *Sodium lauroyl sarcosinate*—A mild surfactant that provides excellent foaming.
- *Aloe barbadensis leaf juice*—A time-honored moisturizer and skin softener.
- *Chamomilla recutita (matricaria) flower extract*—A natural anti-inflammatory ingredient with soothing, calming effects.
- *Algae extract and artemisia vulgaris extract*—Known to help reduce stinging and skin irritation.
- *Dipotassium glycyrrhizate*—A natural anti-inflammatory extracted from licorice roots.
- *Robina pseudoacacia flower extract*—A natural antioxidant.
- *Viola odorata oil*—A natural anti-inflammatory and emollient agent.



#### Preservative Free/Ohne Konservierungsstoffe

**DIRECTIONS:** Apply foam to head and body and cleanse as needed. Rinse and towel dry.

**ANWENDUNG:** Schaum auf feuchte Haut oder Haare auftragen und einmassieren. Anschließend abwaschen und abtrocknen.

**INGREDIENTS:** Water (aqua), cocamidopropyl hydroxysultaine, sodium cocoyl apple amino acids, sodium lauriminodipropionate, sodium lauroyl sarcosinate, polysorbate 20, aloe barbadensis leaf juice, robinia pseudoacacia flower extract, chamomilla recutita (matricaria) flower extract, sodium laurate, diacetin, citric acid, maltodextrin, algae extract, viola odorata oil, dipotassium glycyrrhizate, artemisia vulgaris extract.

For BBE Date See Bottom Edge

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