



WELEDA

Since 1921

New

White Mallow Baby Care
soothes sensitive skin
100% certified natural & organic





Fragrance free care, as sensitive as your baby's skin.



The skin is the largest organ in the human body, protecting us from external influences and enabling us to become familiar with our environment. That is why it is important to keep skin healthy from birth.

A baby's skin is five times thinner than an adult's. Its subcutaneous fatty tissue is structured differently, and its corneal layer (top layer) is thinner and contains less fat, so moisture can easily escape, which weakens the skin's natural barrier functions. In some babies, this can often lead to dry skin.

In cooperation with midwives, Weleda has developed our new fragrance free Weleda White Mallow daily skin care range, specifically for baby skin that is hypersensitive or for those

susceptible to eczema. Hypersensitive skin is the result of an imbalance in healthy skin development, which may lead to irritation. While this oversensitivity is often genetic, it can also be caused by environmental factors such as extreme temperatures or environmental pollution. Children affected by this tend to be both emotionally and physically sensitive. This can mean that their skin has a tendency to overreact to common external stimuli.

The new range was specifically designed to stimulate the skin's own powers and White Mallow extract helps it to maintain its natural calm and balance. Taking into account the needs of hypersensitive skin, we have consciously avoided the use of fragrance or essential oils.

The gentle effect of White Mallow.

As far back as ancient times, White Mallow was highly regarded as a medicinal plant. Unlike many other plants, it feels warm and soft to the touch. It radiates softness and sensitivity, which is why it is well suited to skin that is sensitive or affected by eczema.

From an anthroposophical view, White Mallow has an holistic effect on the nerve-sense system of the skin (epidermis). Its anti-irritant properties help calm and protect hypersensitive skin, relieving itching and promoting healthy skin development. The polysaccharides in its



roots are particularly effective and, combined with water, form an organic gel or mucus which provides moisture, alleviates irritation and envelops the skin in a soothing cocoon.

White Mallow Baby Care also contains: **Pansy** calms and moisturises the skin.

Organic Cold Pressed Coconut Oil rich in saturated fatty acids, helps form a natural protective layer on the skin.

Borage Seed Oil rebuilds the skin's natural barrier using triple-unsaturated omega-6 fatty acids (gamma-linolenic acid).

Organic Safflower Oil rich in linolenic acid, helps rebuild the skin's natural barrier.

Organic Sesame Oil gentle to the skin, thanks to its polyunsaturated fatty acids and valuable vitamin E.

Organic Beeswax protects the skin without affecting its natural functions.

Organic Cocoa Butter high in valuable saturated fatty acids, forms a protective layer on the skin, preventing it from drying out.

New



Coming Soon*

Hypersensitive skin needs gentle care.

The Weleda White Mallow skin care range covers the skin in a protective layer. Unlike Vaseline or paraffin oil, skin-related fats can actually stabilise the corneal layer of the skin – helping it to maintain its moisture. At the same time, the skin is deeply hydrated and enveloped in a protective cocoon. Mucilage from the roots of the organic White Mallow, extracts of Pansy, organic Coconut Oil and Beeswax

help protect the skin. The latter complete the range of fragrance free skin care products with their delicate, natural fragrances. We have deliberately avoided the use of fragrance, as children with hypersensitive skin often have difficulty correctly coping with external stimuli such as strong fragrances.

*White Mallow Nappy Change Cream not yet evaluated by NEA

Eczema - a cry for help from the body and soul.

Just like hay fever and asthma, eczema is an atopic disease caused by a genetic oversensitivity to stimuli which are actually harmless. It is a chronic disease inherited from one or both parents and characterised by patches of dry, red, scaly skin, often extremely itchy. It primarily appears on the face and extensor sides such as knees and elbows. Eczema usually occurs in periodic attacks triggered by difficult-to-handle stimuli. For example:

- Environmental influences such as air pollution and extreme temperatures
- Seasonal circumstances such as intense summer sun or hot/dry air in a heated room
- An unsettled environment
- Food allergies

Babies affected by eczema are also usually very sensitive and restless, literally 'thin-skinned'.

As soon as you realise that your baby's eczema is becoming a chronic condition, or you are concerned as a parent, you should go straight to a doctor.



Stress, anxiety and joy can trigger an attack of eczema, which often occurs in three phases:

Resting phase Skin is normal, possibly dry or lacking oil with slight itching.

Irritated phase Skin is dry to very dry with red patches and cracks. Itching increases and skin becomes tight.

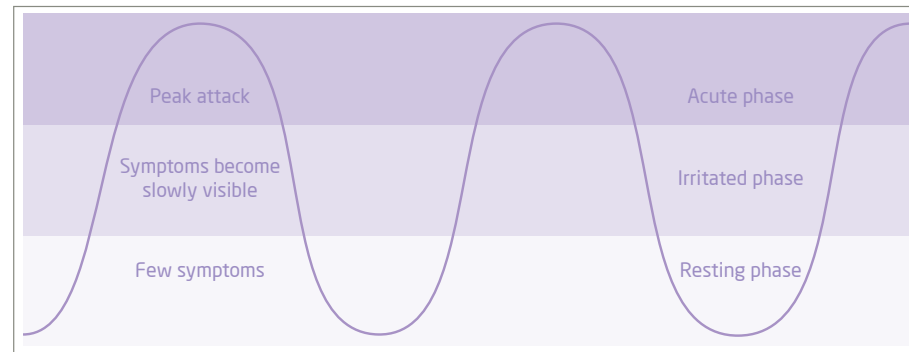
Acute phase Skin is severely irritated, usually with weeping eczema, and chronic itching.

Complementary care during every phase.

Each individual phase requires individual care. The Weleda White Mallow skin care range helps rebalance the skin's natural barrier and stimulate its regenerative powers.

All White Mallow products can be used regularly during **the resting phase** and **the irritated phase**.

During **the acute phase**, the skin is so severely irritated that the skin care products should only be applied to UNAFFECTED areas of the skin. For affected areas, skincare or pharmaceutical products recommended or prescribed by your doctor should be used.



The Weleda efficacy test.



Dr. Sc. nat Eva-Maria Lohmüller, Research and Development,
Weleda Natural and Organic Cosmetics

Here at Weleda, we test the efficacy and tolerance of the finished products rather than the individual ingredients. The products

in the White Mallow range were tested by certified, independent institutes and under medical supervision for their skin tolerance and effectiveness. They were tested on babies, children and adults with sensitive to atopic skin or eczema.

To corroborate all statements relating to the Weleda White Mallow range, we have carried out patch tests, user tests with questionnaires and equipment based measurements on test persons. All products demonstrated very good skin tolerance and proved to be suitable for people with hypersensitive skin to eczema. Here is a detailed and compelling list of test results. They speak for themselves!

White Mallow Nappy Change Cream, Fragrance free 50ml* COMING SOON

Especially formulated to provide intensive care for hypersensitive and dry skin - protects and nourishes the nappy area.

*not yet evaluated by NEA



White Mallow Face Cream, Fragrance free 50ml

Gently nourishes and soothes hypersensitive skin
Subjects: 105 testers



The White Mallow Face Cream was tested according to the following criteria:

- Skin tolerance
- Efficacy test: skin moisture and protection against loss of moisture
- Itch relief efficacy

Test results:

- + Calms the skin
- + Provides intensive moisture
- + Relieves itching
- + Strengthens the skin's protective function
- + Protects against harmful environmental influences

White Mallow Body Lotion, Fragrance free 200ml

Gently nourishes and soothes hypersensitive skin
Subjects: 105 testers



The White Mallow Body Lotion was tested according to the following criteria:

- Skin tolerance using a patch test
- Skin moisture efficacy
- Itch relief efficacy

Test results:

- + Calms the skin
- + Provides intensive moisture
- + Relieves itching
- + Cools the skin

A few small tips to make a big difference.

In addition to using the Weleda White Mallow skincare range, certain clothing, rituals and dietary changes can also be used to alleviate symptoms. Here are a few useful tips:

- Wash and bathe (ideally at 37°C) your baby preferably with pure water or add a fragrance free, rehydrating oil such as our Weleda Calendula Baby Oil - Fragrance free.
- In severe cases of itching, cut finger nails and cover hands overnight with cotton gloves.
- Gently massage affected areas and wrap in a damp cloth.
- Clothes made of organic cotton, silk or linen feel very comfortable on the skin. Cut out the wash labels.
- Use fragrance free washing detergent.
- Make sure your baby gets plenty of fresh air and air the rooms in which the baby stays several times a day.
- Fixed resting times, plenty of sleep, and daily and evening rituals soothe and reassure.
- An allergy test can identify any food intolerances.



- Take time out. Your stress is passed on to your baby.
- Our advice: Trust your instincts! You will instinctively know what your child needs and what is good for them.
- Eczema is usually triggered by lifestyle factors. Keeping a skin diary is a good way to observe and record these factors over a specified period (usually a month).

Download the Weleda Skin Diary at www.weleda.com.au/wm or www.weleda.co.nz/wmnz



Download available!

Natural care for the whole family.



Weleda's Mother & Baby Care ranges make up a significant part of the Weleda product portfolio, however there is much more to the Weleda story including premium quality Facial & Body Care products tailored to specific skin types, Hair Care and Medicines. For those with sensitive skin Weleda offers the Almond Soothing Facial Care range especially formulated to balance

and moisturise sensitive, reactive, rosacea and allergy-prone skin types.

Weleda's natural and organic products are based upon the principles of anthroposophy, developed by Dr Rudolf Steiner. Weleda holistic medicines are gentle, effective and time-tested, they facilitate your body's natural healing processes and abilities.

NATRUE certification holds highest international criteria for natural organic finished products. 100% certified natural & organic.

National Eczema Association Seal of Acceptance™. This not for profit organisation's mission is to improve the health and quality of life for individuals with eczema through research, support and education. Current products approved for the NEA seal are White Mallow Body Lotion & Facial Cream.

UEBT is a non-profit organisation that promotes the 'Sourcing with Respect' of ingredients from biodiversity.





We believe beautiful products start with beautiful soil.



Weleda strive to source only the finest natural ingredients from biodynamic, organic and wild crafted suppliers.

Weleda is certified by NATRUE which has the highest international criteria for natural organic finished products, not just ingredients.

Weleda is a proud member of the UEBT (Union for Bio Trade) who demand more than just Fair Trade, ensuring everyone and everything along the entire growing, harvesting and manufacturing process is treated fairly, with care and respect.

You can be assured that Weleda uses no nasties in our products and by choosing a Weleda product you have been part of a process that has created sustainable livelihoods for developing communities around the world.

Available at health food stores, selected pharmacies and online.

More information and helpful hints go to www.weleda.com.au or www.weleda.co.nz

In harmony with nature and the human being

