

# KISS KISS GOODNIGHT BABY SKINCARE GUIDE

8 evidence-based guidelines to  
transform your baby's sensitive skin  
into healthy resilient skin



# A word from Shelly



My name is Shelly Ann Winokur and I am a momma of 4, a chemical engineer and the founder of Kiss Kiss Goodnight.

After I had my first baby, I left the workforce to focus on raising my family. I missed researching and making products, so making plant-based skincare became my new passion. When I decided to make skincare for my children, like any trained engineer, I read academic articles describing clinical research to learn more about the science of baby's skin. After pouring through these articles for what felt like hundreds of hours, I was perplexed as to why I had not read about the subtleties of a newborn's skin and the product functionalities needed to cleanse and care for it in any of my baby books.

My son was struggling with eczema at the time, and I was disappointed when I realized some of the products and skincare routines I used in the past was actually making his skin worse. Could I have avoided his skin problems with this scientific understanding of the skin? How could I use this information to improve the health of his skin?

When I had my 4th baby, I decided I was going to use these evidence-based guidelines to prevent her from developing sensitive skin and eczema. My goal was to ensure she developed resilient, healthy skin. I was inspired to develop skincare products and rituals that gently cleansed, hydrated and protected the skin using the evidence from clinical studies, and Kiss Kiss Goodnight was born.

**Now that globally 10-25% of children suffer from skin irritation (depending on location), it is my hope that these guidelines will empower you with information on how to care for your child's skin.**

At the beginning, Kiss Kiss Goodnight was my side hustle after my kids went to bed. I would lull them to sleep with a soothing massage with our Sweet Whispers Hydrating Lotion or a magical milk bath with our Lullaby Melting Balm Cleanser. At the end of the day, all my kids wanted was connection, comfort and cuddles. I made sure my products help families create feel-good nighttime rituals.

It is my hope that these guidelines and our products give you peace of mind at the end of your long days.

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# Guideline 1: All babies have sensitive skin

## THE SCIENCE

The health of baby's skin is important because:

- ✓ It protects your baby from infections and shields it from irritants and radiation
- ✓ It maintains your baby's body temperature
- ✓ It prevents dehydration
- ✓ It provides a gateway to touch

**Your baby's skin differs from your skin in many ways.** Did you know that compared to you:

- Your baby's outer skin layer is 30% thinner- the thinnest area is on the face!
- Your baby's skin has a higher pH at birth. After a few weeks, the pH is similar to an adult.
- Your baby's skin contains more water but loses it at a faster rate.
- Your baby has less natural moisturizing agents (needed for hydration), less lipids (needed for moisturization), less melanin and smaller skin cells.

With the constant change of your baby's skin during its first few months of life, it is likely that everything it comes into contact with influences its development. This includes changes in pH, skin-microbiome, hydration and lipid content.

This is why **all babies' skin should be treated as sensitive.**<sup>1,2</sup>

1. Lyon, Sue. *An Evidence-Based Approach to Newborn Skin Cleansing*. RCM Alliance Programme. Available at <https://www.scribd.com/document/377562525/Johnsons-baby-pdf>.

2. Stamatias, Georgios & Walters, Russel & Martin, Katharine. (2011). *Formulating for the Unique Needs of Baby Skin*. Personal Care Europe. 31-36.

## THE PROBLEM

You are given minimal and at times conflicting guidance on how to care for your baby's delicate skin. Skincare used on babies is often too harsh and sometimes unnecessary. **Too many products are used on your baby's skin**, one product necessitating the next. For example, you may use a cleanser that dries out your baby's skin, followed with a moisturizer with harsh preservatives or fragrances and then followed with a petroleum-based balm for eczema.

The findings in clinical articles are often not used in the development of baby skincare products to reflect our changing environment and hygiene practices. While we have been using foamy cleansers to clean baby's skin for decades, the anti-aging market has begun adopting gentler oil cleansing options for sensitive skin. We need more innovation in the baby skincare market.

## THE SOLUTION

**You deserve and need a basic understanding of the science of your baby's skin.** This will help you better care for your child's skin and will help ensure they develop healthy and resilient skin.

See Page 15 for our recommendation.

# Guideline 2: Protect your baby's skin-microbiome

## THE SCIENCE

The skin-microbiome is the diverse beneficial microorganisms that live on the skin surface. **It plays an important role in protecting the skin from disease-causing bacteria and in the development of a healthy skin barrier.** Problems arise when there is an imbalance and a disruption in the skin-microbiome. They range from everyday issues like oily and dry skin to chronic ailments like eczema. When the healthy bacteria is removed from the skin, the harmful bacteria begins to dominate.

Several factors can help your child develop a diverse and healthy skin-microbiome, including:

- Whether they have older siblings or pets
- Whether they were born via vaginal birth with a more diverse skin-microbiome due to exposure of mom's vaginal microbes (although C-section is a vital, life-saving procedure!)
- Whether antibiotics were given to mothers during birth and or administered to babies<sup>3</sup>
- Whether they were raised in the city and suburbs or in the country with increased outdoor time.

**Being in a rich microbial environment is vital to the development of your child's skin-microbiome,** which is gradually acquired after birth. By the age of 3 or 4 they have established their skin-microbiome and the immune system has completed much of its training. This means the foundation of inflammatory responses is laid in the first few years of life, so developing a healthy skin-microbiome during this time is critical to achieving a lifetime of healthy skin.



# Guideline 2: Protect your baby's skin-microbiome

## THE PROBLEM

Modern society's hygiene practices are extreme compared to historical practices. **Skin is often over-cleaned to free it from all bacteria, including the healthy bacteria that combats the harmful bacteria and protects us from disease and infection.**

For example, the healthy bacteria on our skin combats the harmful *S. Aureus*, bacteria that proliferates in eczema-prone skin.

**We also need to expose our children to a rich skin-microbiome.**

Often children spend most of the time indoors and not outdoors in the rich microbial rich environment, leaving them more susceptible to eczema and environmental allergies.<sup>4,5</sup>

## THE SOLUTION

If over-cleansing is the culprit, then gentle cleansing is the solution. Experts at the Academy of Pediatrics recommend bathing your little one just 2-3 times a week . If they have dry, sensitive skin, that number can be lowered to once per week. Use a cleanser with no alcohol, preservatives and essential oils or fragrances which can cause imbalances in the skin-microbiome.

A paradigm shift is needed here: **instead of washing off the skin-microbiome, we need to cultivate it.**

3. Mueller, Noel T et al. *The infant skin-microbiome development: Mom matters*. Trends in molecular medicine vol. 21,2 (2015): 109-17. doi:10.1016/j.molmed.2014.12.002

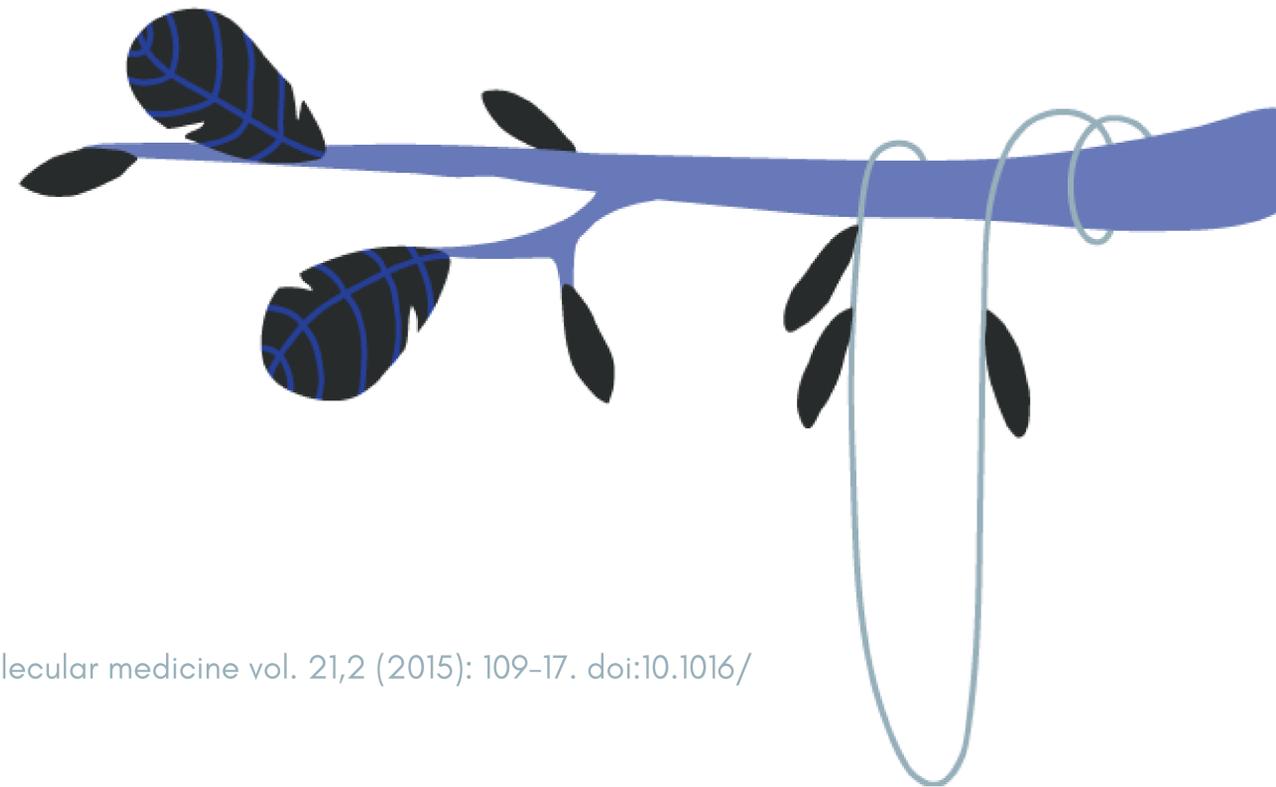
4. Hamblin, James. *Clean: The New Science of Skin*. Riverhead Books. 2020.

5. Capone KA, Dowd SE, Stamatias GN, Nikolovski J. *Diversity of the human skin skin-microbiome early in life*. J Invest Dermatol. 2011 Oct;131(10):2026-32. doi: 10.1038/jid.2011.168. Epub 2011 Jun 23. PMID: 21697884; PMCID: PMC3182836.

**Spend more time in rich-microbial environments by simply going outside.** When they are old enough they can explore nature via touch. Skin-to-skin and touch is vital to the development of the baby's skin-microbiome, including contact with older siblings and pets.

**Cultivating a healthy skin-microbiome in the gut is also beneficial to the skin-microbiome on the skin.** Breastmilk, wholefoods and foods rich in probiotics improve the health of the gut and in turn the health of the skin. Some studies have been done to show probiotic and prebiotic oral supplements can help restore damaged skin-microbiomes in the gut. Consult with a doctor before starting to use supplements and for product recommendations.

See Page 15 for our recommendation.



# Guideline 3: Protect your baby's skin pH

## THE SCIENCE

The acidity of your baby's skin is called the acid mantle. At birth, the acid mantle is a pH of 6.3–7.5 and decreases to a pH around 5– this change occurs during the first few weeks of your baby's life. **The acid mantle affects your baby's ability to shed dead skin cells, maintain a healthy skin-microbiome and skin barrier.**

It is the good bacteria on the skin's interaction with its natural moisturizing agents that cause the skin to be naturally acidic and thrive. When the pH of your skin is affected by harsh cleansers and chemicals, so does the skin-microbiome population.

## THE PROBLEM

**Using cleansers with a high pH has been shown to increase the pH and change the chemistry of your baby's skin.** This change in pH weakens the skin skin-microbiome balance and skin barrier. Although the skin can return to its normal pH over time, continuous disruption of the pH can have lasting effects.

6. Cork, Michael J et al. *Epidermal barrier dysfunction in atopic dermatitis*. The Journal of investigative dermatology vol. 129,8 (2009): 1892-908. doi:10.1038/jid.2009.133

Skin with a higher pH has been related to increased rates of bad bacteria, which can cause infection and disease and longer healing time for skin ailments.<sup>6</sup> Studies show that children with eczema have higher skin pH than children with healthy skin. A higher skin surface pH is related to higher rate of bacterial proliferation and enzymes detrimental to the skin barrier function. **Maintaining a normal pH is needed for healthy skin.**

## THE SOLUTION

**Oil-based cleansers have minimal effect on the pH of a baby's skin.** Oil dissolves oil and sinks deep into the pores to melt dirt and grime, while infusing your pores with nourishing essential fatty acids and antioxidants naturally present in plant-based oils.

**Older children should use products that have a pH similar to the pH of the skin** to maintain a healthy acid mantle.

[See Page 15 and 16 for our recommendations.](#)



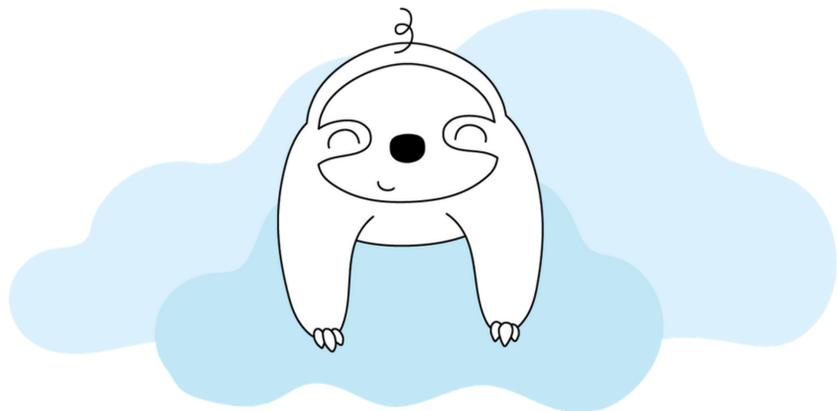
# Guideline 4: Protect your baby's skin barrier

## THE SCIENCE

**The main purpose of the skin barrier is to prevent infection and water loss.** The skin barrier contains natural moisturizing agents (like hyaluronic acid) and skin cells surrounded by lipids (ceramide, cholesterol and fatty acids). The lipids act as a glue to keep the skin cells together.

## THE PROBLEM

**Besides changing the skin's pH and skin-microbiome, overwashing also removes lipids from the outer layers of the skin** (i.e. removing the glue that holds the skin cell together). A lack of lipids will cause the skin to feel dry, and will also lead to a physical breakdown of the skin barrier. A breakdown of the skin barrier will lead to increased water loss, thus also making the skin feel dehydrated. Dry skin (lack of lipids) and dehydrated skin (lack of water) go hand-in-hand.



Eczema is an inflammation of the skin and strongly linked to a breakdown in the skin's barrier. People with eczema usually have the following:

- ✓ a higher skin pH (caused by malignant bacteria, skincare, soap or the environment)
- ✓ a higher concentration of malignant bacteria
- ✓ dehydrated skin (they lose water vapor faster)
- ✓ drier skin (less lipids)

Once the skin barrier is compromised, allergens, irritants, and malignant bacteria can penetrate skin, leading to the symptoms associated with eczema.<sup>7</sup>

**Inflammation in one area of the body can lead to inflammation in other areas of the body.** Messages travel through the lymphatic system via lymphocytes in our bodies. When a foreign material is detected the lymphocytes attack the intruders and cause an inflammatory response. It is important to the immune system during early childhood to tell the difference between intruders and benign triggers (like pollen and food). Poorly developed immune systems start attacking benign triggers and lead to the body initiating an immune response. This immature immune system leads to the atopic march.

**The atopic march is the progression of allergic tendencies starting with eczema, then food allergies, asthma and then hay fever.** A statistically significant percentage of people with eczema eventually develop other allergies. However, just because your child has eczema does not mean they will endure all the ailments above, but it puts them at higher risk.<sup>8</sup>

7. Lorena S. Telofski, A. Peter Morello, M. Catherine Mack Correa, Georgios N. Stamatias, *The Infant Skin Barrier: Can We Preserve, Protect, and Enhance the Barrier?*, *Dermatology Research and Practice*, vol. 2012, Article ID 198789, 18 pages, 2012. <https://doi.org/10.1155/2012/198789>

8. Hamblin, James. *Clean: The New Science of Skin*. Riverhead Books. 2020.

# Guideline 4: Protect your baby's skin barrier

## THE SOLUTION

There are several recommendations to keep the skin barrier intact. Protect the skin-microbiome and acid mantle by using gentle cleansers with emollients and minimizing baths to 2-3 days a week, with shorter baths in warm (not hot) water.

**A moisturizer will help keep the lipids in the skin barrier at a healthy level.** After you wash the skin, gently pat the skin dry with a soft towel and use moisturizers to replace lipids as necessary.  
**A barrier balm may also be needed to prevent water vapor from leaving or protect the skin from the environment so it can heal.**

See Page 15-17 for our recommendations.



# Guideline 5: Nourish the skin with a balance of Omega 3-6-9.

## THE SCIENCE

Plant-based oils and butters are beneficial to the skin because they contain fatty acids (FA), like the lipids found on the skin. Examples of fatty acids include Omega-3, -6 and -9 (found in seed and nut oils) and lauric acid (found in coconut oil).

Omega-3 and -6 are essential fatty acids (EFAs) which the human body cannot produce- you have to get them from your diet. EFAs help provide an anti-inflammatory response, enhance the skin barrier and aid with wound healing.

## THE PROBLEM

The types of fatty acids and ratio of fatty acids in skincare products matters, especially for babies.

Oils rich in Omega-3 and 6 (like sea buckthorn, flax seed, evening primrose and rosehip oils) provide the skincare with essential nutrients, but can also dry the skin because they absorb very quickly. On the other hand, skincare product oils with higher ratios of Omega-9 (like olive, avocado, almond and apricot oils) can hinder the development of the skin barrier function, especially for babies who are still developing their barrier.<sup>9</sup>

Many skincare products have oils high in Omega-9 because they are cheaper and have a longer shelf life.

## THE SOLUTION

**When it come to fatty acids in your baby's skincare, balance is key!** Clinical studies show a balance of essential fatty acids (Omega-3 and Omega-6) with other fatty acids (like Omega-9) is beneficial to the skin.<sup>10</sup>

When reading ingredient labels, look beyond the names of the oils and instead look for keywords like Omega-3s, Omega-6s and cold-pressed. This shows the type and quality of the oil that was used when making the product as well as the thorough thought process that went into selecting these oils.

At Kiss Kiss Goodnight, we are diligent when we design our "Fatty Acid Profile" - the ratio of fatty acids in our formula. Our formulas have various oils to ensure that the skin gets the full benefit that each fatty acid. We also use predominantly cold-press oils because they nourish and protect the skin.

**See Page 15-17 for our recommendations.**

9. A Cooke et al. Olive Oil, Sunflower Oil or no Oil for Baby Dry Skin or Massage: A Pilot, Assessor-blinded, Randomized Controlled Trial (the Oil in Baby Skincare [observe] Study), Acta Dermato Venereologica (2014). DOI: 10.2340/00015555-2279

10. Darmstadt, G L et al. Impact of topical oils on the skin barrier: possible implications for neonatal health in developing countries. Acta paediatrica (Oslo, Norway: 1992) vol. 91,5 (2002): 546-54. doi:10.1080/080352502753711678

# Guideline 6: Washing with water alone is not enough.

## THE SCIENCE

**Soap is an effective cleanser, but it has clinically been proven to dry and dehydrate the skin** because it removes natural moisturizing agents and lipids. In fact, using soap is overwashing the skin, making people with a genetic predisposition to eczema more likely to develop flares.<sup>11</sup>

**It is also not recommended to use water alone to clean your baby's skin because it is not an effective cleanser** for removing poop, milk, food, saliva etc. Tap water alone is often basic and can influence the pH of babies skin, leaving the baby's skin dry and itchy. Water, especially when hot can also remove lipids from the skin, again leading to dry skin.

## THE PROBLEM

**Soap is too harsh and water is not enough**, which leaves synthetic detergents made with foamy cleansers. Foamy cleansers may be gentler on the skin than soap but can still strip the skin of essential lipids, often leading to a feeling of dry skin after a bath or shower. All foamy cleansers also have preservatives and some contain fragrances and essential oils which can compromise your baby's skin-microbiome.

11. Skotnicki, Sandy. *Beyond Soap: The Real Truth About What You are Doing to Your Skin and How to Fix It for a Beautiful, Healthy Glow*. Penguin, 2018.

## THE SOLUTION

Research shows **cleansers that contain oil may have additional advantages, particularly for babies and infants at high risk of atopic dermatitis.**

Oils-based cleansers can moisturizer the skin while cleansing. We should take our cue from the the luxury, anti-aging market and start using oil-based cleansers on baby's skin.

**See Page 14 for our recommendation.**



# Guideline 7: Less Is More With Baths

## THE SCIENCE

How often you cleanse your baby can have an impact on their skin-microbiome, acid mantle and skin barrier. **It is recommended that newborns should have a full body bath once a week and older children 2-3 times a week.**

## THE PROBLEM

**Studies have found that overwashing babies can lead to an increase in the rate of sensitive skin and eczema.** The goal is to minimize the impact of bathtime of your baby's skin so as to give it enough time to recover. We know this is easier said than done, given how messy babies and toddlers can get! With today's hygiene expectations, we are tempted to bathe our babies daily to keep them clean, especially if they are in daycare, at the pool and during a pandemic.<sup>12</sup>

Nighttime baths are also often part of the bedtime ritual because it calms and soothes children. The decrease in body temperature prepares their body for sleep. It's hard to let go of that feel-good ritual.

12. Skotnicki, Sandy. *Beyond Soap: The Real Truth About What You are Doing to Your Skin and How to Fix It for a Beautiful, Healthy Glow*. Penguin, 2018.

## THE SOLUTION

A mindset shift is needed here. **You are doing more harm to your baby with nightly bathing than without.** As you get a better understanding of the need to protect the skin-microbiome, acid-mantle and skin barrier, you will feel confident in your choice to reduce the number of baths your family takes.

Reducing baths by at least half is a great help, especially so during the winter when skin tends to be drier. Consider washing the bits (the private area, face, hands and the bottom of the feet) daily and everything else twice a week.

Make bath days special and have other fun rituals for non-bath days. This includes music time, baby yoga, a walk outside, water play at the table. You can wind down with your baby at night with massages, listening to music or reading.

**See Page 14 for our recommendation.**



# Guideline 8: Hold off on products with preservatives and fragrances

## THE SCIENCE

There are two reasons to hold on products with fragrances, essential oil and preservatives for newborns:

1. **They disturb your baby's delicate skin-microbiome.**
2. Newborns don't see very well the first few months, so they depend on their highly developed sense of smell for identification and comfort. Even though your baby cannot recognize you by sight, he will know you by your natural scent. These smells are connected to his basic need for comfort and food. **Fragrances and essential oils block your soothing aroma and confuse your baby.**

## THE PROBLEM

Many parents believe that newborns should have a baby smell that matches that of Johnson and Johnson's fragranced cleansers, because it reminds them of their childhood. Many parents also use essential oils for therapeutic reasons. Essential oils can be harmful if ingested (disturbing the gut biome) and if used directly on skin (disturbing the skin's skin-microbiome). These aromas also block the calming scent of momma and her milk.

You will find that most products in the marketplace contain fragrance and preservatives, especially cleansers because they are all water-based.

## THE SOLUTION

**Look for baby skincare products that have no fragrance, essential oils or preservatives.** After 3 months, you can begin incorporating aroma and skincare with gentle preservatives.

[See Page 14 for our recommendation.](#)



# Meet Kiss Kiss Goodnight, an award-winning baby skincare line formulated with all 8 guidelines in mind.



Our evidence-based, microbiome-friendly skincare will help create feel-good nighttime rituals while developing healthy and resilient skin.

# Lullaby Melting Balm Cleanser

Lullaby is the perfect product for your baby's skincare needs. It is made with cold-pressed, organic oils and contains no fragrances, essential oils or preservatives. **Our 3-in-1 formula is a natural massage balm+ gentle milk cleanser + moisturizer. This innovative, plant-based, oil-based formula cleanses your baby's skin while providing long-lasting moisturization.**

## WHAT IS IN IT

Lullaby is made with organic, cold-pressed, omega-6 rich Kalahari Melon seed oil and organic, cold-pressed coconut oil to nourish your baby's skin, as well as natural, sugar-derived emulsifiers.

## WHY WE LOVE IT

- Lullaby is extremely gentle on your baby's skin, with minimal impact on the pH and skin-microbiome.
- It does not strip your baby's skin of oils; it instead nourishes it with Omega-6.
- It is a soothing cleansing solution for babies with baby acne, cradle cap or diaper rash.
- Lullaby's transformation from balm to milk is magical for your little one.
- We recommend our 3-in-1 balm as the first and only cleanser to use on your baby's skin for the first 3 months, with no additional products needed.

## RITUAL

- While your baby is on the changing pad, massage the oil-based cleanser onto your baby's dry skin.
- Place your baby into the warm bath water and watch as the balm transforms into a cleansing milk. The richness of the milk will depend on the amount of cleanser that was applied to your baby's skin.
- Rinse off the cleanser. The bathwater will transform into a luxurious milk bath that will continue to moisturize your baby's skin while he or she sits in it.
- Pat dry your clean and moisturized baby. Little to no product is left on your baby's skin, allowing it to breathe, change, and develop as nature intended.



# Sweet Whispers Hydrating Face and Body Lotion

**Sweet Whispers is the answer to both dry and dehydrated skin, with a pH of 5.3 to match the pH of your baby's skin and balance the acid mantle.** It is the perfect moisturizer for the entire family and safe from head-to-toe.

## WHAT IS IN IT

Sweet Whispers is made with organic, cold-pressed Apricot Kernel, Kalahari Melon Seed, and Seabuckthorn Fruit oils to nourish skin with Omega-3s, -6s, and -9s, as well as Nilotica Shea butter for superior moisturization. It has a hint of organic Italian Lavender to help your baby drift off to sleep.

## WHY WE LOVE IT

- Sweet Whispers feels like a lightweight lotion but moisturizes like a cream.
- It absorbs quickly with no greasy residue.
- The organic and cold-pressed butters/waxes/oils absorb into the skin at different rates for long-lasting moisturization.
- It uses a gentle and clinically tested preservative system of organic salts, mild acids and an airless pump to keep the formula fresh and contaminant-free.

## RITUAL

Apply to visually clean and dry or damp skin to prepare for a restful night's sleep. Perfect for babies 3 months and older.



# Peace of Mind Protective Balm

**Peace of Mind is the ultimate multi-purpose skin barrier protector.** It can be used on dry elbows and knees, over-washed hands, and for a sweet foot massage. It makes the perfect diaper balm for natural protection all night and belly balm for expecting mommas.

## WHAT IS IN IT

Peace of Mind is made with wild-crafted, virgin, cold-pressed Cupuaçu butter for superior moisturization (surpassing shea butter and lanolin)<sup>12</sup> and Pracaxi oil for skin soothing and restoration (clinically used in wound care).<sup>13</sup>

## WHY WE LOVE IT

- Peace of Mind protects, hydrates and moisturizes dry and irritated skin by coating the skin to prevent moisture loss while helping it return to a healthy state.
- It soothes red, itchy, irritated skin, including the diaper area and pregnant momma's stretching belly.
- Only a thin coating is required for superior moisturization.

## RITUAL

Use on baby's irritated diaper area, dry cuticles, hands, feet, elbows, knees, and expecting momma's growing belly.



12. Fleck, Cynthia Ann, and Mackenzie Newman. *Advanced Skin Care - A Novel Ingredient*. The journal of the American College of Clinical Wound Specialists vol. 4,4 92-4. 25 Mar. 2014, doi:10.1016/j.jccw.2014.02.002

13. Banov, Daniel et al. *Case series: the effectiveness of Fatty acids from pracaxi oil in a topical silicone base for scar and wound therapy*. Dermatology and therapy vol. 4,2 (2014): 259-69. doi:10.1007/s13555-014-0065

# APPENDIX A

## NORMAL NEWBORN SKIN CONDITIONS

### 1. CRADLE CAP

Cradle cap is dandruff for your baby. It is usually not itchy and looks worse than it feels. It is believed to be caused by hormones that passed from the mother to the baby before birth. These hormones can cause too much production of oil (sebum) in the oil glands and hair follicles. It is not caused by poor hygiene, nor is it contagious.

We recommend gently soaking the flaky area with our Lullaby cleanser, comb with a fine-tooth baby comb or baby brush to loosen flakes and rinse-off cleanser with fresh bathwater.

### 2. HEAT RASH

This is evident by tiny red bumps and patches of inflamed skin with some signs of irritation. Your baby can overheat due to their healthy layer of fat or heavy clothing. They sweat through their tiny pores, which may get clogged, producing a rash. This often happens during the summer months.

To soothe heat rash, keep the baby cool, dry, and out of the sun, and wearing loose, breathable clothing.

### 3. BABY ACNE

Most of the time, we think of acne as a skin problem for teenagers in the midst of puberty. However, baby acne is common and perfectly normal. As with cradle cap, it is believed to be caused by your hormones circulating in your baby's bloodstream as a holdover from pregnancy. Fortunately, it doesn't cause any discomfort and does not require treatment.

If baby acne is present, avoid emollients to affect the area to prevent blocking pores and making the condition worse.

### 4. DRY SKIN

After birth, skin hydration decreases rapidly as your baby's skin adapts to moving from an aqueous environment. Skin dryness and peeling is common for babies in the first few weeks of life. Let their skin build its barrier naturally and avoid over-moisturizing the skin and disturbing its natural development.

Many parents get nervous when they see these benign skin issues and follow up by excess washing and moisturization. They often go as far as using adult products on their child's skin. Overwashing and using excessive skincare is going to do more harm than good!

**For the first few months of baby's life, use a gentle, non-drying cleanser like our Lullaby Melting Balm Cleanser and let your baby's skin figure everything else out.**

# APPENDIX B

## ABNORMAL NEWBORN SKIN CONDITIONS

### 1. DIAPER RASH

One of the causes of diaper rash is that urine has a basic pH and disrupts the acid mantle, skin-microbiome and eventually the skin barrier. There is usually a microbial overgrowth causing the irritation.

To avoid diaper rash, change your baby's diapers as soon as they become soiled and make sure you're always cleaning your baby's bottom the right way. We recommend a balm like our Peace of Mind Protective Balm to protect and soothe the skin.

### 2. ATOPIC DERMATITIS (ECZEMA)

A chronic, inflammatory skin condition characterized by itchy, inflamed, bump, dry or flaky skin, eczema starts in early childhood and can be the first sign of atopic march. It can be very uncomfortable for children, disturbing their lifestyle and sleep and stressful for the entire family.

The search for a miracle cure is difficult and frustrating and can make the problem worse. Even when eczema seems to go away, the child can be triggered and have a flare-up. Use our guidelines to help your child build healthy, resilient skin that will be less prone to skin ailments like eczema.



DISCLAIMER: Nothing contained in these topics is intended to be used for medical diagnosis or treatment. The information contained in these topics is not intended nor implied to be a substitute for professional medical advice, it is provided for educational purposes only. Always seek the advice of your physician or other qualified healthcare provider before starting any new treatment or discontinuing an existing treatment. Talk with your healthcare provider about any questions you may have regarding a medical condition. You assume full responsibility for how you choose to use this information.

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