



# Frequently Asked Questions





## ◆ PRODUCT FORMULATION & TESTING

### Why does baby's skin need specific products?

At any age, the skin is the organ that is responsible for holding good things, like water and nutrients, inside your body and for keeping bad things out. That includes germs and other environmental stressors and impurities. To do this, skin has three core activities: maintaining moisture, strengthening its protective moisture barrier and sustaining nourishment.

When a baby is born, its skin is thinner and more sensitive than adult skin, and can't effectively carry out the three core activities mentioned above. Therefore, it needs extra help, support and protection during these early years.

### How do g&h Baby products support the delicate nature of skin?

The two g&h Baby products support the delicate nature of baby's skin by using carefully selected plant-based ingredients and a specially developed Triple Barrier Protection approach.

### What is the Triple Barrier Protection?

The Triple Barrier Protection approach was developed to support the delicate nature of baby skin. It works like a multi-layered baby blanket that embraces skin in gentle, nurturing comfort.

The three barriers protecting baby's skin are:

#### 1. HA (Hyaluronic Acid) Barrier

Adds moisture protection on top of the skin to help slow and minimise moisture loss.

#### 2. Ceramide Barrier

Strengthens skin's protective moisture barrier to boost and maintain a stable moisture level.

#### 3. Lipid Barrier

Helps protect skin against environmental stressors.

### What are the key ingredients used in g&h Baby products?

g&h Baby products feature a range of plant-based ingredients, including:

- Calendula Complex Water, which helps strengthen the hyaluronic acid (HA) barrier to provide moisture protection on top of the skin and protect against moisture loss.
- Olive Oil-Derived Ceramide, which helps strengthen skin's protective moisture barrier to boost and maintain a more stable moisture level in baby's skin.
- Chamomile Essential Oil from NutriCert™-certified farms, which helps support the lipid barrier to protect skin against environmental stressors.

Furthermore, g&h Baby products are formulated in accordance with the g&h Personal Care Clean philosophy – a rigorous set of guidelines aimed at using only ingredients that are safe, effective and involve no cruelty to animals (i.e. animal testing) or use of animal-derived products.

### What is the Phyto Complex?

In addition to the key ingredients listed above, the products also contain an exclusive Phyto Complex, which has been developed using targeted plant-derived ingredients to maximise the specific benefits of each formula.



Our product	Is boosted with a Phyto Complex, which includes
<b>Baby Wash &amp; Shampoo and Baby Lotion</b>	<b>FRESH SPROUT EXTRACT COMPLEX</b> This blend includes sprout extracts from broccoli, alfalfa, cabbage, sprouted wheat, bok choy and radish sprouts. Soothes baby’s delicate skin.
<b>Baby Wash &amp; Shampoo</b>	<b>GREEN LEAF EXTRACT COMPLEX</b> Helps build a strong protective layer to defend baby’s skin from external stressors.
<b>Baby Lotion</b>	<b>NATURAL FERMENT EXTRACT COMPLEX</b> The Baby Lotion formula, which includes Natural Ferment Extract Complex, helps to comfort baby’s delicate skin.

**What clinical testing or laboratory support is available for g&h Baby products?**

Clinical testing was performed to support safety claims for all products. Clinical evaluations for efficacy were also conducted on all products.

**Are g&h Baby products sulphate-free?**

Yes. g&h Baby products do not contain sulphates. g&h formulas were created to avoid the use of sulphate surfactants while maintaining efficacy.

**Are any g&h Baby products fragrance-free?**

Yes. g&h Baby Care formulas are formulated without fragrance ingredients. The products have a very light natural scent due to their plant-based ingredients.

**Do g&h Baby products contain any animal ingredients?**

No, there are no animal-derived ingredients in any g&h Baby products and all g&h Baby products are registered with The Vegan Society.

**Were g&h Baby products tested on animals?**

No, none of the g&h Baby products were tested on animals.

**What is the shelf life of Baby g&h products, and how long can I use them after opening?**

The shelf life of an unopened g&h product is three years. Once a g&h Baby product has been opened, it is recommended that you use it all within 12 months.

**How should g&h Baby products be stored?**

Prior to use, g&h Baby products should be stored in a cool, dry place and out of direct sunlight. All products have been developed to be stable under normal conditions. However, extreme heat or cold may cause instabilities (colour changes, ingredient separation, etc.) and should be avoided, wherever possible.

**Are g&h Baby products pH-balanced?**

Yes. All g&h Baby formulas have been formulated to be slightly acidic, just like skin. A pH number indicates how acidic or alkaline something is. For example, a pH of 7 or above (the scale tops out at 14) is alkaline, or basic, while a pH below 7 is acidic. The pH of skin is around 5.5, making it slightly acidic.



### Does g&h Baby Wash & Shampoo change the skin's pH?

No, g&h Baby Wash & Shampoo is formulated to have a pH of less than 7, and therefore it does not have a significant effect on the pH of the skin.

## ◆ PRODUCT USE

### Can g&h Baby products be used on the face?

Yes. Both g&h Baby Wash & Shampoo and Baby Lotion are designed for use from the top of baby's head to their tiny toes. The shampoo uses a tear-free formula, but it's generally best to avoid baby's eye area when using either product.

### My pump is not working. What should I do?

*If this is your first time using the product:*

- **Make sure to unlock the pump.** The pump was designed to remain locked during shipping. To unlock it before first use, first ensure that the cap is tightened, then rotate just the pump head to unlock it.  
TIP: Use the locking feature when traveling or storing your product.
- **Prime the pump.** For first-time use, it may take about 10 pumps before the product starts to flow as desired. Gently tap the bottom of the bottle on a solid surface (like a table or countertop), then keep pumping until the product starts to come out.

*If the pump suddenly stops working while you are using the product:*

- Gently tap the bottom of the bottle on a solid surface like a table or countertop, then pump a few times until the product dispenses as usual. The flow of the product can occasionally become interrupted when air pockets form at the bottom of the pump mechanism.
- For g&h Baby Wash & Shampoo, if you haven't used the product in a while, any product that was left in the pump may dry out when exposed to air and there is a possibility that the pump head will not pop up or will pop up very slowly. This doesn't affect the product safety or efficacy, but if it happens, detach the pump from the bottle and gently rinse the pump head in warm water. Shake the pump gently to remove excess water and then reattach it to the bottle.
- For g&h Baby Lotion, if you haven't used the product in a while, any product that was left in the tip of the pump might have dried out when exposed to air and could result in a blockage. Use a toothpick or similar tool to remove any dried product, then pump a few times to refresh the flow.

### What is the solid substance at the tip of the pump?

As with any formula, any parts of the product that are exposed to air will dry out over time. This is what happens at the tip of the pump if you have not used the product in a while. Use a toothpick or similar tool (e.g. a sewing needle) to remove any dried product, then pump a few times to refresh the flow. If you know you will not be using the product for an extended period, store it with the pump in the down-locked position and clean out the tip before storing.

### From what age can I use g&h Baby products on my child?

g&h Baby products have been formulated for babies and young children aged 0 months\* and older.

\*All g&h Baby products have undergone safety tests and are safe to be used for children from 0 months and older. If you observe any reaction on skin after product use, please stop using this product for your baby and consult a dermatologist or pediatrician.



## ◆ SAFETY & CAUTION

### **Are g&h Baby products hypoallergenic?**

g&h Baby products have been carefully formulated and tested to provide gentle skin care for baby's delicate skin. The products will be well tolerated without causing an allergic reaction. However, this does not mean that these products will never cause any kind of reaction – allergic or other. If any skin irritation is observed in your child, please be sure to consult your paediatrician.

### **Have g&h Baby products been dermatologist and allergy tested?**

Yes, all g&h Baby products are dermatologically and allergy-tested to minimise the risk of allergies and irritation.

### **Are g&h Baby products non-comedogenic?**

No study to evaluate the comedogenicity of these products has been conducted, however, g&h Baby products do not contain ingredients like mineral oil, petrolatum, paraffin, and dyes, which are often associated with potentially comedogenic properties.

### **My child has eaten some of a g&h Baby product. What should I do?**

If oral consumption happened accidentally and the amount of product consumed is very little, there should be no cause for concern. It should be sufficient to simply monitor your child a little more closely for several hours afterwards.

If, however, a child begins to feel uncomfortable or starts to experience symptoms like nausea, vomiting, or loose stool, you should contact a paediatrician.

### **Are g&h Baby products appropriate for sensitive skin?**

g&h Baby products are gentle and mild, so will be tolerated on baby skin. However, if your child has a special skin condition that causes sensitivity, such as atopic dermatitis, please consult with a doctor or paediatrician before use.

### **Will g&h Baby products ever cause a skin reaction?**

g&h Baby products have been formulated to minimise the likelihood of a skin reaction. Only high-quality ingredients that are known to be tolerated by a wide variety of skin types are used. However, despite extensive testing and safety evaluations, it is possible that some people may experience some form of skin reaction. This is due to natural human variation (every baby's skin is different and reacts differently to ingredients) and is true for every product and every brand. Even a change in season, a different combination of products, or variations in diet can affect the way skin behaves.

### **If any skin reaction occurs after using a g&h Baby product, what should I do?**

If you or your baby experience any sensation or any unusual reaction after using a g&h Baby product, we recommend that you discontinue use for a period of one to four weeks. If desired, try the product again, but if you experience a reaction again, it is likely that you or your baby are sensitive to an ingredient in the formula. If such a scenario occurs, it may be advisable to seek out a different product by consulting to a doctor or paediatrician.



### Can g&h Baby products be used during pregnancy?

Ingredients in g&h Baby products have been shown to be safe for use by all women. As such, g&h products can generally be considered safe for use during pregnancy. If you are unsure, please consult your doctor.

### Are g&h Baby products ophthalmologist-tested?

As g&h Baby products are not intended for use in the eye area, no ophthalmologist testing has been conducted. However, all g&h Baby products are dermatologically and allergy-tested to minimise the risk of allergies.

