

## Talc free baby powder

Premium British baby toiletries brand, Baby Kingdom, has launched a new Talc Free Baby Powder with an airless pump spray.

This innovative approach to baby skincare, combines the very latest in spray technology with a wealth of natural ingredients to create only the best product for baby's delicate skin.

The Baby Kingdom Talc Free Baby Powder has been designed to form a protective layer, leaving skin soft and healthy. The state of the art, airless pump releases just enough product to cover the desired area.

Baby Kingdom Talc Free Baby Powder contains key active ingredients which nourish baby's skin. Vitamin E fights off bacteria and Nettle, a natural powerhouse, accelerates healing and prevents infection. Nettle also calms eczema, treats acne and promotes overall skin health. Aloe Vera which also makes up the blend, is known for hydrating and soothing and its antioxidant properties help skin heal more quickly. Aloe moisturises without leaving a greasy feel.

The product uses 100% natural Cornstarch which forms the gentle powder and it is completely free from any sulphates, parabens and other harsh irritants.

Committed to protecting baby's delicate skin, the Baby Kingdom Talc Free Baby Powder is proud to be dermatologically tested and hypoallergenic.

Caroline Ivory, Branding Manager at Baby Kingdom, said: "Gone are the old-fashioned shaker bottles where talc would be flying across the room! Instead the Baby Kingdom Talc Free Baby Powder is dispersed via an effective airless pump spray.

"This clever combination means there is no waste. Instead, a light mist is distributed over a small area. It's conveniently sized for changing bags but thanks to the spray technology, wastage is eliminated so it lasts and lasts.

"We were meticulous about designing our Baby Powder to have a very subtle scent, as our goal is to create a natural fragrance which leaves babies smelling like babies. We are getting superb feedback from customers on how lovely our powder smells."

The premium Baby Kingdom range also includes baby shampoo, 2-in-1 hair & body wash, body cream and nappy cream.

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