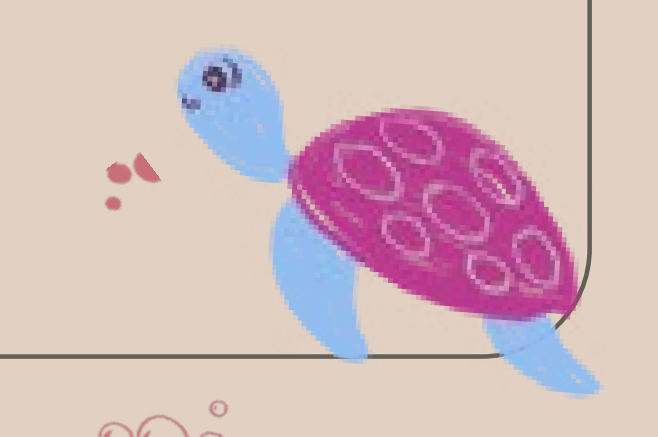
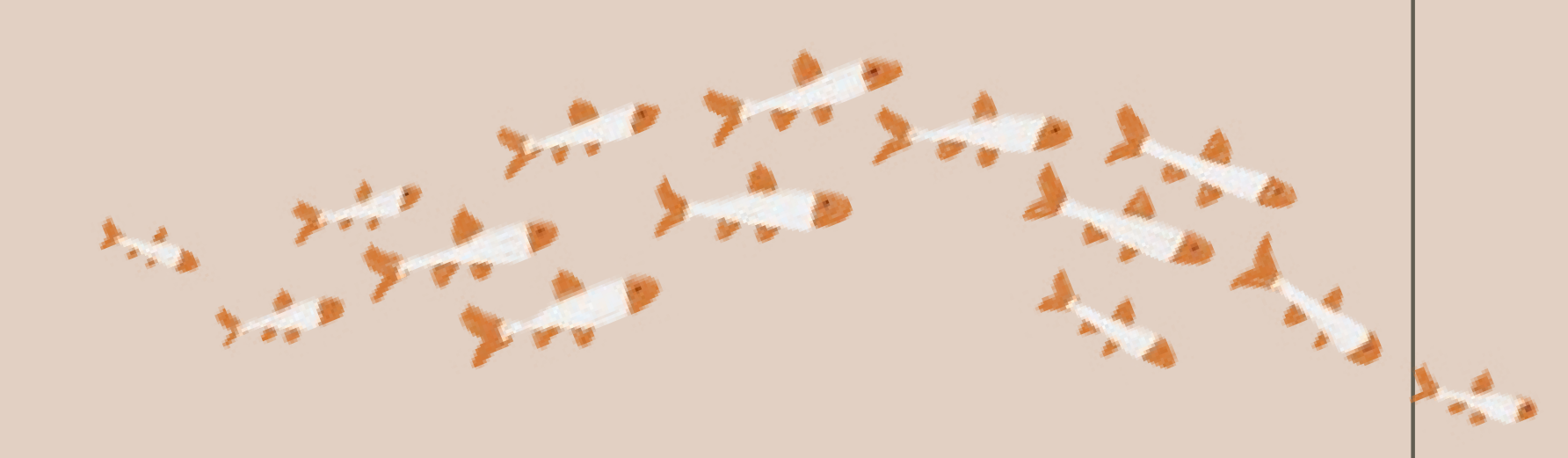
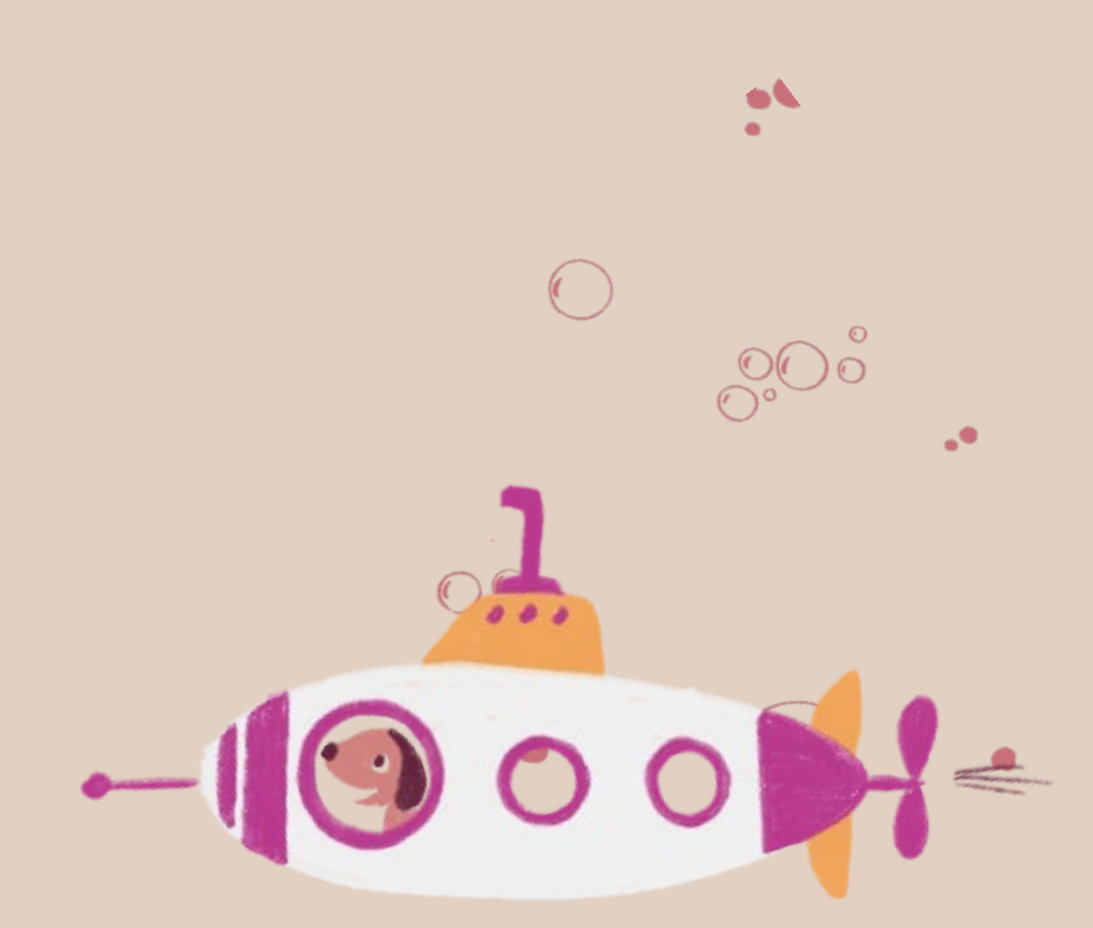


THE GIFT LABEL
AMSTERDAM



BABY

lookbook



OH BABY,



Tiny hands to hold your finger, the softest cheeks to kiss, the biggest eyes staring deep into your soul. Oh, baby! Congrats on this special moment in your life. We are honoured to be part of this unique moment and thank you for your trust in allowing us to help you with clean, safe and soft products for the nursery and bathroom. In this collection, you will find **Baby Bath Oil, Hair Lotion, Room Spray** and a **gift set** that includes **Hair & Body wash**, and **Body Milk**. Easy to combine, easy to use, easy to love.

Discover 3 new and unique themes, quotes and prints: **Underwater Adventure, Floating on Cloud Nine, and To the Moon and Stars**. We know a baby's scent can be both the best and worst smell in the world. That's why we added a sheer, perfume-free fragrance **with a hint of Lily of the Valley & SoftPeach**.

When it comes to **gifting** for a little one, the last thing on your mind should be worrying about whether your present is **"safe enough"**. With this collection, **developed by parents**, we want to make sure you treat the little one with worry-free products. All products in this line are curated to suit the **delicate skin of babies**. That's why you won't find any unnecessary ingredients in any of these formulas; **no dyes, no sulfates, no alcohol, no parabens**. Safe for babies, safe for grown-ups, safe for the earth. Enjoy this magical time of your life, and thank you for sharing it with us.



INTRO



Intro themes



Overview baby collection



Girls baby collection



Boys baby collection



Unisex baby collection



INTRO THEMES

GIRLS

Underwater adventure

Change into your bathing suit, we're sailing off! Hop aboard, and together we will discover the wonders of the oceans. Play with the dolphins, splash in the water and swim with the turtles. This bubbly print is inspired by the colours of our underwater friends, the joy of playing at the beach and our love for the ocean. To honour our love for the oceans and all their inhabitants, we make sure the formulas in this fin-tastic collection are clean and free of dyes, sulfates and parabens. Water you waiting for, let's sail away!

BOYS

My shooting star

Don't forget your space suit, we're leaving for the moon! Hop in your spaceship, and together we will discover the wonders of the universe. Let's count the stars, have a picnic on the moon and wave to other astronauts. This out-of-this-world print is inspired by the colours of Super Novas, the bravery of the shining stars in our lives and the big undiscovered. We only have space for the bare essentials, so we made sure the formulas in this playful collection are clean, and free of dyes, sulfates and parabens. Let's shoot for the stars, it's time for lift-off!

UNISEX

Head in the clouds

Go pack your suitcase, today we fly! Let's jump on fluffy clouds, float with the birdies and watch the earth underneath our feet. The feeling of flying, it's carefree. This fly-tastic print is inspired by the colours of the sky, the scents of the air and the carefreeness of flying with the birds. We made sure not to overpack, so the formulas in this playful collection are clean, and free of dyes, sulfates and parabens. It's time to board our flight, let's take off!

COLLECTION

About the products - how to use

OVERVIEW



BABY BATH OIL & HAIR LOTION

This baby bath oil is made with 95% natural ingredients. The delicate skin of your baby will be soft and smooth thanks to apricot kernel oil and sweet almond oil. Add a little to the bath and mix with your hands. With calming benefits of chamomile and liquorice root and a subtle scent of Lily of the valley & Soft Peach. This bath oil comes in 3 cute prints.

For the first pony tails, mohawk or curls. Spray this ultra-mild hair lotion after bath time to give the little hairs a delicious and subtle scent, and style however you like. This hair lotion comes in 3 different prints. In addition to calming chamomile, baby hair lotion contains 92.6% natural ingredients. Happy New Hair!



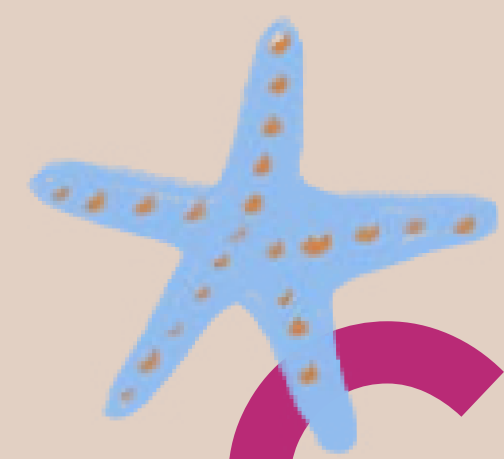
BABY ROOMSPRAY

This room spray refreshes the nursery and will remind you of your little one. The perfume is hypoallergenic and comes in 3 happy prints. With a smaller nozzle for a subtle spritz. This room spray does not only smell delicious with a touch of Lily of the valley & Soft Peach, but the perfume is also 100% hypoallergenic and the prints look beautiful in every nursery.



BABY GIFT SET

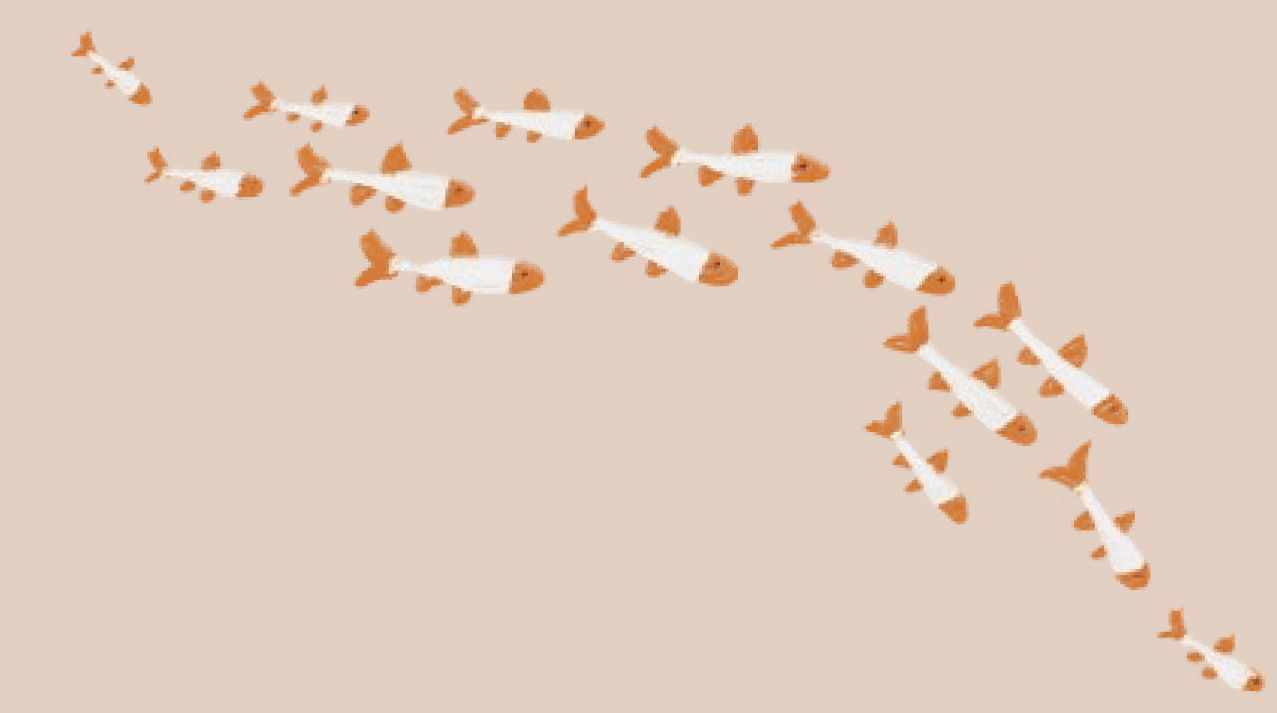
This essential duo is made to nourish the delicate skin of little ones and comes in 3 cute prints. This gift set comes with baby body & hair wash, and baby body milk. Body and hair wash contains aloe vera and apricot kernel oil to nourish the skin, and the relaxing benefits of chamomile create a comforting environment for baby and grown-up. Baby body milk is an ultra-mild lotion thanks to shea butter and apricot kernel oil. Both products come in a bio-based sugar cane tube and are lightly scented with a subtle touch of Lily of the valley & Soft Peach.



GIRLS



COLLECTION



Bath oil Vegan
Suitable for newborn babies
Made in the Netherlands
1012121
Pre-pack: 6
150 ML

Hair lotion Vegan
Suitable for newborn babies
Made in the Netherlands
Suitable for every hair type
1012122
Pre-pack: 6
150 ML

Room spray Vegan
Hypoallergenic perfume
Made in the Netherlands
1012123
Pre-pack: 6
150 ML

GIRLS GIFT SET



Change into your bathing suit, we're sailing off!
Hop aboard, and together we will discover the wonders of
the oceans. Play with the dolphins, splash in the water and
swim with the turtles. To honour our love for the oceans
and all its inhabitants, we make sure the formulas in this
fin-tastic collection are clean and free of dyes, sulfates and
parabens. Water you waiting for,
let's sail away!

Gift set

Body milk / Hair & body wash

1012125

Pre-pack: 6

Tubes: 150 ML

Hypoallergenic perfume
Made in the Netherlands
Vegan

BOYS

COLLECTION



Bath oil Vegan
Suitable for newborn babies
Made in the Netherlands
1012131
Pre-pack: 6
150 ML



Hair lotion Vegan
Suitable for newborn babies
Made in the Netherlands
Suitable for every hair type
1012132
Pre-pack: 6
150 ML



Room spray Vegan
Hypoallergenic perfume
Made in the Netherlands
1012133
Pre-pack: 6
150 ML

BOYS GIFT SET



Don't forget your space suit, we're leaving for the moon!
Hop in your spaceship, and together we will discover the
wonders of the universe. Let's count the stars, have a
picnic on the moon and wave to other astronauts. We only
have space for the bare essentials, so we made sure the
formulas in this playful collection are clean, and free of
dyes, sulfates and parabens. Let's shoot for the stars,
it's time for lift-off!

Gift set

Body milk / Hair & body wash

1012135

Pre-pack: 6

Tubes: 150 ML

Hypoallergenic perfume
Made in the Netherlands
Vegan

UNISEX

COLLECTION



Bath oil Vegan
Suitable for newborn babies
Made in the Netherlands
1012141
Pre-pack: 6
150 ML



Hair lotion Vegan
Suitable for newborn babies
Made in the Netherlands
Suitable for every hair type
1012142
Pre-pack: 6
150 ML



Room spray Vegan
Hypoallergenic perfume
Made in the Netherlands
1012143
Pre-pack: 6
150 ML

UNISEX GIFT SET



Gift set
Body milk / Hair & body wash
1012145
Pre-pack: 6
Tubes: 150 ML

Hypoallergenic perfume
Made in the Netherlands
Vegan

BABY DISPLAY

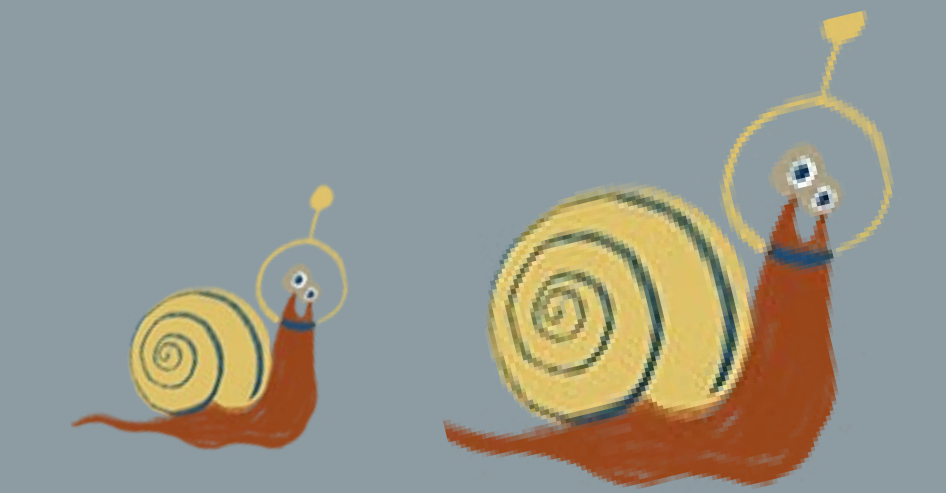


Baby display
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