

NEW PRODUCTS

Product line for newborns



DESIGNED FOR DRY AND HIGHLY SENSITIVE SKIN OF
NEWBORNS

лапчкa®

baby

For dry and
sensitive skin



TARGET POPULATION

Women aged 23-35 with average and above-average income



EXPECTING
functionality,
naturalness and
safety
FROM THE PRODUCT



Conscious, well-read women **doing everything competently.** They carefully study the information on the packaging about the product and composition, understand the concepts and terms



They live in cities **with a population of from 100 thousand people.** They prefer to shop in specialized children's stores



They are informed **about the causes of problems** of newborns skin prone to dryness and irritation, as well as about the features of its care



They carefully **evaluate the product** in terms of price-quality ratio



WE ARE CHANGING

BUT WE KEEP OUR EXPERTISE:

0⁺ DRY AND HIGHLY SENSITIVE
SKIN CARE

We keep all
advantages:

★ TEAR-FREE!
approved by ophthalmologists

★ HYPOALLERGENIC
approved by dermatologists

EFFECTIVE
AFFORDABLE
SAFE



BIODEGRADABLE
MASS

NO SULFATES

NO PARABENS

NO COLORANTS

NO ALLERGENS



before



after



style
minimalism

Skin care in the
diaper area



250ml

- Perfect from the first days of life
- Mom prefers tenderness and care!
- The baby is not responding to the design yet

naive childish
drawing style



400ml

- Safety is still the most important thing for mom
- The baby reacts to color images from 6 months
- Bathing her baby, mom tells funny stories!



FOR YOUR
LITTLE ONES

0+

PHILOSOPHY

Delicate design + the softest
compositions and gentle fragrance
We keep all the brand advantages

Convenient bottle with
dispenser
Tube – flip-top + tamper
evident cap

**NO
sulfates**

**Hypoallergenic
TEARS-free**



GETTING TO
KNOW ANIMALS

лап^очка[®]
baby

INTERESTING
STORIES

GETTING TO KNOW
FORM AND COLORS

FASCINATING
THEMES

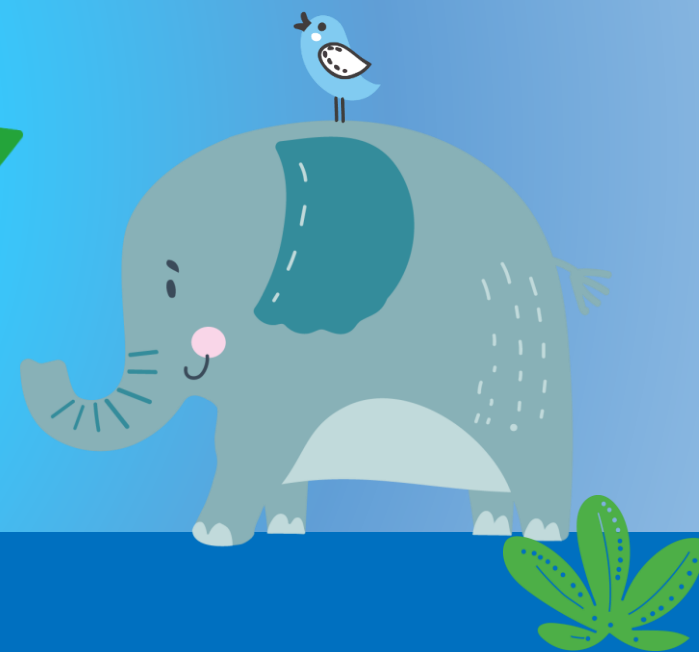


Mom, bathing her baby, tells a story, describing the characters from the packaging:

... one day a lion cub with a lush orange mane met a large turtle ...



convenient bottle and lid pleasant to the touch label – it does not slip in your hand



MOM AND HER BABY COMMUNICATE OWING TO THE PRODUCTS

CONCURENTS

Lapochka is a brand offering **affordable, safe,** highly specialized products

MID+ price segment

THE BEST offer
quality-price

BABY PRODUCTS SECTION



Methylchloroisothiazolinone	+	-	-	-	-	-
Methylisothiazolinone	+	-	-	-	-	-
Sodium Chloride	-	+	+	-	-	+
SLS/SLES	-	-	-	-	-	-
Volume	250	250	400	400	400	200
Unit price	175	229	395	256	393	339
Liter price	700	916	988	640	983	1695

UNFRIENDLY COMPONENTS



synthetic COLORANTS

allergenic components causing skin irritation



Sodium CHLORIDE

ordinary table salt, used as a thickener, irritates the mucous membrane



ALLERGENS in perfumes

cheap perfumes are not hypoallergenic and provoke allergies



SLS (sodium lauryl sulfate) SLES (sodium laureth sulfate)

Surfactants that dissolve fats and remove impurities, but dry the epidermis and ruin the acid-base balance of the skin



PARABENS (methylisothiazolinone и methylchlorisothiazolinone)

chlorine-containing preservatives with allergenic properties. They dissolve fats and remove impurities, but they strongly dry out the epidermis, disrupt the acid-base balance of the skin, accumulate in the body, the consequences are poorly known



**DO NOT EXIST IN
LAPOCHKA PRODUCTS**

PROBLEM: DRY SKIN

Very dry baby skin,
especially in
infancy, should worry
mom

- SIGNS**
- 🐰 rash, redness,
peeling;
 - 🐰 dryness, itching,
soreness;



Dry skin may cause
atopic dermatitis

This is one of the **most common** skin diseases



ESPECIALLY FOR HIGHLY
DRY AND SENSITIVE SKIN OF
NEWBORNS

Early atopic
dermatitis may be:

45%

at the age of
2-6 months

55%

in the 1st year
of life

Baby's skin in the **1st** year of
life in **50%** of children is
sensitive to external
influences and prone to
dryness

ADVANTAGES OF THE BRAND



there are no colorants,
parabens, chlorides, SLS,
SLES



contains natural herbal
ingredients and
hypoallergenic flavorings



the high content of D-
panthenol provides reliable
skin protection



the masses are specially
designed for dry and
sensitive skin of newborns

EXPERTISE



produced according to the
international quality
standard



approved by ophthalmologists
and dermatologists of research
and practice center
KosmoProdTest



complies with the European
Regulations on cosmetic
products



For washing

Prevention
of diaper rash



NO
parabens,
chlorides
SLS, SLES

For dry and
sensitive skin



Hypoallergenic

Confirmed by the protocols of clinical studies of science and research center KosmoProdTest



Milk proteins

effectively moisturize and soften the skin, promote active regeneration, eliminate peeling, have antiviral and antimicrobial properties



Молочная кислота

natural lactic acid regulates the pH level of the skin and helps it stay healthy and protected from bacteria



Natural Aloe Extract

has excellent bactericidal properties, protects, heals and soothes dry and sensitive skin prone to inflammation and irritation



D-panthenol Hypoallergenic flavorings

Ланочка[®]
baby

GMP

international quality
standard

250 ml

For bathing



Tears-free Hypoallergenic

Confirmed by the protocols of clinical studies of science and research center KosmoProdTest



Soft formula

soap-free formula is based on natural, herbal ingredients, such as Lauryl Glucoside, a surfactant made from sugar and coconut oil.

The high content of D-panthenol protects sensitive skin from drying out



Natural Aloe Extract

has excellent bactericidal properties, protects, heals and soothes dry and sensitive skin prone to inflammation and irritation



Natural Calendula Extract

relieves inflammation and has a natural antiseptic effect



D-panthenol Hypoallergenic flavorings

GMP
international quality
standard



NO
parabens,
chlorides
SLS, SLES

For dry and
sensitive skin

From head
to heels

400/250 ml

Shampoo

Suitable for
frequent use

NO
parabens,
chlorides
SLS, SLES



For dry and
sensitive skin



Tears-free Hypoallergenic

Confirmed by the protocols of clinical studies of science and research center KosmoProdTest



Soft formula

soap-free formula is based on natural, herbal ingredients, such as Lauryl Glucoside, a surfactant made from sugar and coconut oil.

The high content of D-panthenol protects sensitive skin from drying out



Silk proteins

have effective conditioning and moisturizing properties for hair and skin. give strength, soften and improve the structure of the hair



Natural Calendula extract

relieves inflammation and has a natural antiseptic effect



D-panthenol Hypoallergenic flavorings

GMP
international quality
standard

400 ml

CREAMY GEL FOR BATHING

Suitable for
frequent use

NO
parabens,
chlorides
SLS, SLES



For dry and
sensitive skin



replenishes the level of lipids
no drying or tightening the skin

Ланочка®
baby



Soft formula

soap-free formula is based on natural, herbal ingredients, such as Lauryl Glucoside, a surfactant made from sugar and coconut oil.

The high content of D-panthenol protects sensitive skin from drying out



Milk proteins

effectively moisturize and soften the skin, promote active regeneration, eliminate peeling, have antiviral and antimicrobial properties



Natural Aloe extract

has excellent bactericidal properties, protects, heals and soothes dry and sensitive skin prone to inflammation and irritation



D-panthenol Hypoallergenic flavorings

GMP
international quality
standard

400 ml

LIQUID CREAMY SOAP

Suitable for
frequent use

NO
parabens,
chlorides
SLS, SLES



For dry and
sensitive skin



For frequent use
For dry and sensitive skin

Ланочка[®]
baby



Milk proteins

effectively moisturize and soften the skin,
promote active regeneration, eliminate
peeling, have antiviral and antimicrobial
properties



Allantoin

has anti-inflammatory and antimicrobial
effects, actively moisturizes and has a
general beneficial effect on dry and
sensitive skin



Natural aloe extract

has excellent bactericidal properties,
protects, heals and soothes dry and
sensitive skin prone to inflammation and
irritation



D-panthenol Hypoallergenic flavorings

GMP
international quality
standard

400 ml

CREAM

UNDER THE DIAPER



- ★ zinc oxide
D-panthenol
- ★ Allantoin
milk proteins
vegetable oils
natural extracts



flip-top +
+ tamper
evident cap

75
ml



PREVENTION OF DIAPER RASH
HEALING OF IRRITATIONS
PROTECTIVE LAYER ON THE SKIN

D-PANTHENOL

CREAM

NO
parabens,
chlorides
SLS, SLES

- ★ **5% D-panthenol**
(2nd place in the
composition)
- ★ Allantoin
vegetable oils
natural extracts



flip-top +
+ tamper
evident cap

75
ml



PREVENTION OF IRRITATIONS
ELIMINATION OF DRYNESS AND PEELING
EFFECTIVE RECOVERY AND HEALING

CREAM

EMOLENT

GMP
international quality
standard

- ★ D-panthenol
Vitamin E
- ★ vegetable oils
natural extracts



flip-top +
+ tamper
evident cap

75
ml



HYPOALLERGENIC*
DEEP HYDRATION AND PROTECTION
RELIEF OF ATOPIC MANIFESTATIONS

*Confirmed by the protocols of clinical studies of science and
research center KosmoProdTest

PROFITS

FOR PARTNERS

- high-quality products in the category "diaper area care"
- high-turnover products in a capacious category
- the growth of the category of care products for dry and sensitive skin

according to GFK "Analysis of consumers and buyers" 2022
 – products in the diaper area care in the first year of a baby's life are the most used in households. This is due to the physiological characteristics of this age

65%

segment 0+
the vastest

45%

Diaper area
care



TOP
products

лапochка®
baby

in the first year of life,
the most popular
products in the diaper
area care

We retain all
expertises.

no sulfates

Free of SLS, SLES,
parabens, methyl.

Hypoallergenic

Approved by
dermatologists

Tears-free

Approved by
ophthalmologists.

0+

Perfect from
the first
birthday.



Mom prefers
tenderness and
care



The child is not
responding to
the design yet

*Confirmed by the protocols of clinical studies of science and research center KosmoProdTest.

BENiFITS FOR CUSTOMER

SPECIALIZATION

• This is one of the few series of newborn care products that specializes only in dry and sensitive skin. It is this specialization that is in demand most of all in the first year of a baby's life

AVAILABILITY

• Moms are looking for affordable, effective solutions to a problem that accounts for up to 40% of skin diseases.

LOYALTY

• We try to be closer to our customer. We hope that our updated design will attract attention and mothers will appreciate the ease of use in the new bottle.

• And curious kids will discover this wonderful world together with Lapochka

Biodegradable composition: caring
for the baby and nature!



лапoчка®
baby

Interesting
stories

Fascinating
plots

Getting to know
animals

Form and color
study

For Mom, safety
is still the most
important thing

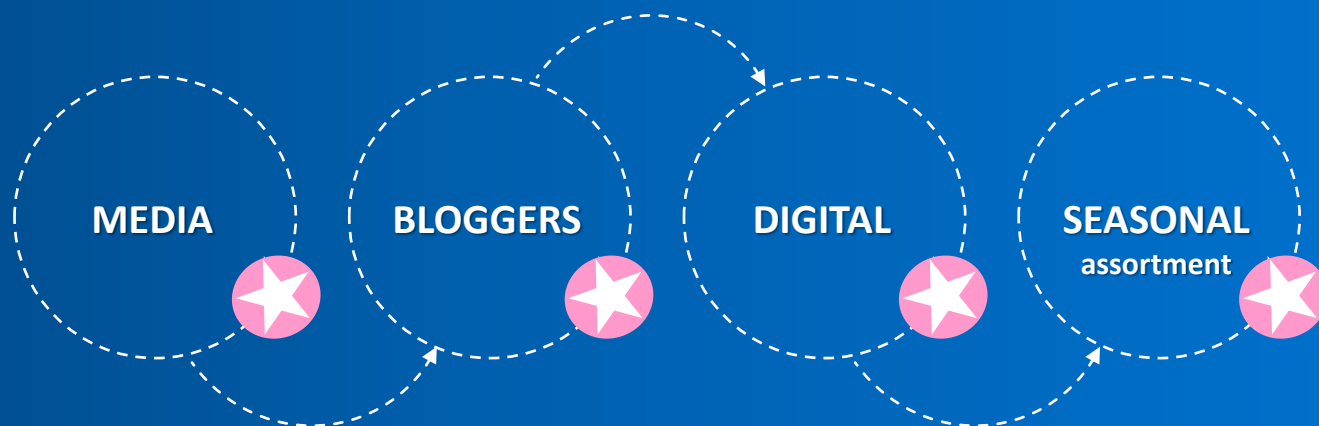
Bathing the baby,
the mother tells
him funny stories

Baby reacts to
pictures from 6
months

400 ml

OUR ACTIVITIES

FEDERAL



smm

Special projects

lapochka-baby.ru



2023



SEASONAL
product range



Example
of the gift
set

LOGISTICS



NAME	VOLUME (ML)	PCS/BOX	BARCODE (PCS)	BARCODE (box)
Baby remedy for washing	250	6	4640130795368	14640130795365
Baby remedy for bathing from head to heel	250	6	4640130795351	14640130795358
Baby remedy for bathing from head to heels	400	6	4640130796433	14640130796430
Liquid creamy soap	400	6	4640130796501	14640130796508
Baby soft shampoo	400	6	4640130795337	14640130795334
Creamy gel for bathing	400	6	4640130795382	14640130795389
Cream under the diaper	75	12	4690494036331	44690494036339
D-panthenol cream	75	12	4690494036324	44690494036322
Cream emolent	75	12	4650092452827	44650092452825

taking care of the
dearest 🐰

