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# ALOBABY



ALOBABYsg



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# CONTENT PAGE

## 1. BRAND STORY ----- 2

Who are we?

## 2. BRAND CHARACTERISTICS ----- 4

What are we?

## 3. AWARDS & RECOGNITION ----- 7

## 4. DISTRIBUTION CHANNELS ----- 8

## 5. PRODUCT LIST ----- 9

Products and ingredients.

## 6. CUSTOMER REVIEWS ----- 25

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**"Born from a mother's  
love to her dearest  
baby"**

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## BRAND STORY

### WHO WE ARE

Alobaby is a leading Japanese baby skincare, specialising in organic and natural products for Asian babies.

As with all mothers, our founder, Mayumi-san, was determined to provide the best skincare products – one that is organic and chemical-free for her beloved child.

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## WHO WE ARE

However, there were **no such products** in the Japanese market and thus, she decided to create her own. With that, Alobaby was birthed.

Over **20 million** of our products have since been loved and trusted by Asian mothers from countries like **China, Taiwan and Thailand**. Together, we can ensure that your baby receives the best.

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# BRAND STORY



**ORGANIC: GIVING YOUR BABY  
THE BEST**



## MADE FOR ASIAN BABIES

With over 20 million products sold, Alobaby is widely loved by mothers in Asia.

Our carefully curated products are formulated and Made in Japan to create the baby skincare most suited for Asian skin.

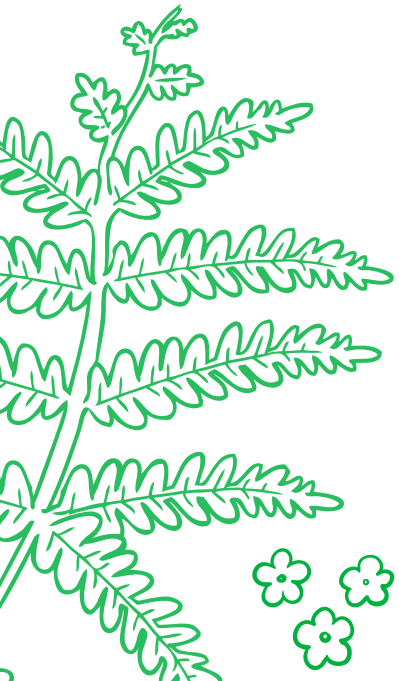




## ORGANIC AND ECO CERTIFIED

More than just natural, Alobaby organic is recognised to be **Eco Certified**, one of the most prestigious organic certification.

Our products are only made from the best ingredients **free from toxic fertilisers and pesticides** so you do not have to worry about giving your child anything less.

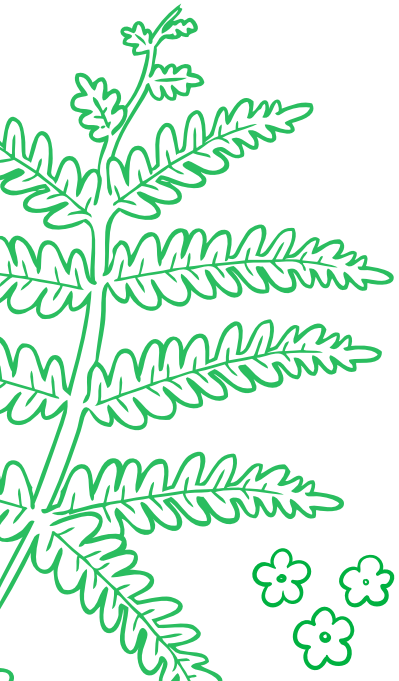




## FREE FROM CHEMICALS

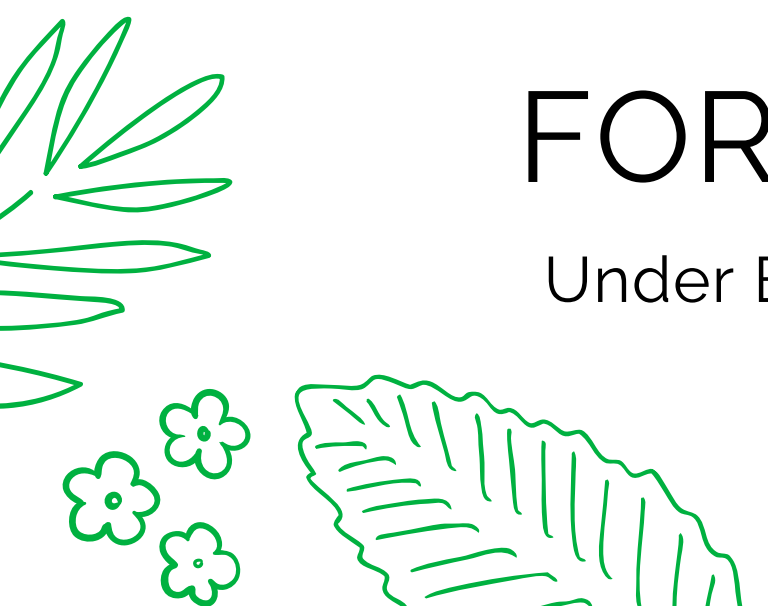
In addition to being organic, Alobaby pride ourselves on being **chemical-free**, so much so that our products are **safe** when babies **accidentally consume** it.

We refuse to add any **artificial fragrances** and colourings to our products, making them perfectly safe for any baby.





RANKED  
**#1**  
IN JAPAN  
FOR TOP SALES  
Under Baby Skincare Category



## AWARDS & RECOGNITION

AMAZON  
**amazon.co.jp**

RAKUTEN  
**Rakuten**  
**楽天**



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# DISTRIBUTION CHANNELS

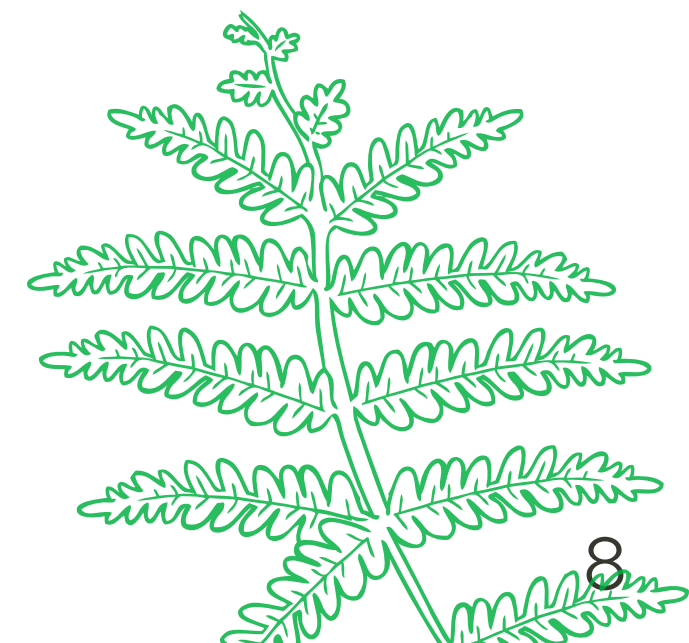
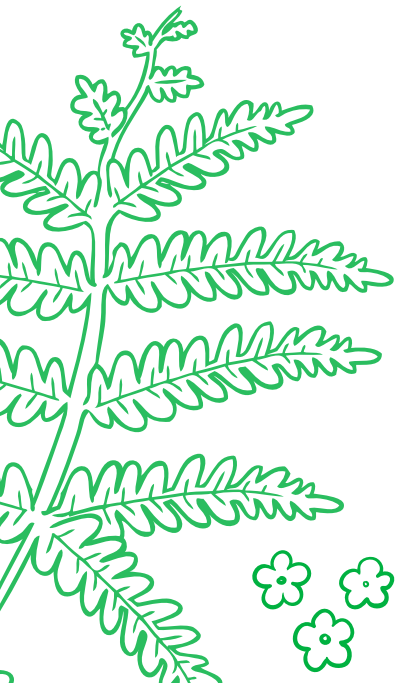
## DEPARTMENT STORE



## ONLINE STORES



The Green Edit.





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# OUR PRODUCTS





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# OUR PRODUCTS

## INDOOR SKINCARE

ALOBABY Milky Lotion .....	13
ALOBABY Baby Soap .....	14
ALOBABY Baby Bottom Cream .....	15
ALOBABY ANGE Massage Oil .....	16
ALOBABY Hand Kirei Mist .....	17
ALOBABY Baby Balm .....	18

## OUTDOOR PROTECTION

ALOBABY Hand Kirei Mist .....	17
ALOBABY Baby Balm .....	18
ALOBABY UV & Outdoor Mist .....	19
ALOBABY UV Cream .....	20
ALOBABY Outdoor Spray .....	21

## FOR MUMS

ALOBABY Body Mark Cream .....	22
SINCE Beauté Shampoo .....	23
SINCE Beauté Treatment .....	24



\$30

**MILKY LOTION  
(150ML)**



\$65

**MILKY LOTION BIG  
BOTTLE (380ML)**



\$27

**BABY SOAP  
(400ML)**



\$40

**BABY SOAP  
REFILL (600ML)**



\$30

**BABY BOTTOM  
CREAM (75g)**



\$38

**BABY MASSAGE  
OIL (80ML)**



\$25

**HAND KIREI MIST  
(80ML)**



\$29

**BABY BALM  
(19g)**



\$35

**UV & OUTDOOR  
MIST (80ML)**



\$35

**UV MOIST MILK  
(60g)**



\$25

**OUTDOOR SPRAY  
(110ML)**

\$40



**SINCE BEAUTÉ  
SHAMPOO  
(300ML)**

\$47



**SINCE BEAUTÉ  
TREATMENT  
(300ML)**

\$49



**BODY MARK  
CREAM (200ML)**

\$90



**BODY MARK  
CREAM (500ML)**

# ALOBABY MILKY LOTION

\$30



Daily Baby Lotion that Deeply Moisturises and  
Protect Baby's Delicate Skin

- Prevents and Treats Eczema, Heat Rash, Dry Skin and more
  - Eczema Relief in 7 Days
- ✓ **Lavender Water:** Aids reducing redness immediately with its anti-itching and anti-inflammatory properties
  - ✓ **Shea Butter:** Deeply moisturises skin to nourish and replenish lost moisture from baby's thin skin



# ALOBABY BABY SOAP

\$27



Easy to Use Bath Time Solution for Baby  
Smooth Skin

- 3-in-1 Shampoo, Face and Body Foam Soap
- ✓ **Rose Oil:** Balances moisture of baby's skin, ensures soothing and nourishment
- ✓ **Citrus Tankan Fruit Water:** Soothes irritated skin by reducing redness and is calming to the skin
- ✓ **Lavender Oil:** Relieves stress and prevents rough skin

# ALOBABY BABY BOTTOM CREAM

\$30



Water-based Cream that Provides a Quick Solution for Eczema and Diaper Rash in a Week

- ✓ **Crambe Maritima Extract:** Anti-inflammatory that heals open wounds and soothes irritated skin
- ✓ **Shea butter:** Deeply moisturises to replenish lost moisture
- ✓ **Sambucus Nigra Extract:** Improves blood circulation to reduce redness



## ALOBABY BABY MASSAGE OIL

\$38



Therapeutic Baby Massage Oil that Deepens Parental and Child Bond through Touch Therapy while Promoting Healthier Baby Skin and Keeping their Skin Moisturised

- ✓ **Marula Oil:** Also known as 'Miracle Oil', it is a rare natural oil that helps Eczema and scars
- ✓ **Jojoba Oil:** Rich in Vitamin E for skin hydration
- ✓ **Soybean Oil:** Reduces wrinkles



# ALOBABY HAND KIREI MIST

\$25



## INDOOR SKINCARE, OUTDOOR PROTECTION

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Alcohol Free Hand Sanitiser that Moisturises and Protects from Viruses with just one spritz

- ✓ **Peppermint Leaf Extract:** Antibacterial that kills 99% germs
- ✓ **Rosemary Oil:** Natural antiseptic for healthier and moisturised skin
- ✓ **Alcohol-free:** Avoids drying up baby's skin
- ✓ **Hinokitinol:** Antibacterial commonly used in oral care products, safe for killing germs & accidental consumption



# ALOBABY BABY BALM

\$29



## INDOOR SKINCARE, OUTDOOR PROTECTION

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Water-based Outdoor Lotion Stick that Moisturises and Fades Scars On-the-Go

- ✓ **Rice Bran Wax:** Anti-oxidant that quickly moisturises and reduces redness
- ✓ **Rose Hip Oil:** Prevents rough skin by reducing scars and blemishes
- ✓ **Beewax:** Anti-inflammatory and aids acne



# ALOBABY UV & OUTDOOR MIST

\$35



2-in-1 Sunscreen and DEET-Free Insect Repellent that Moisturises and Protects baby from Harmful UV Rays

- ✓ **Lemongrass Oil:** Anti-bacterial properties for safe outdoor play
- ✓ **Olive Leaf Extract:** Safe and natural filter to block harmful UVA/UVB rays from child's skin
- ✓ **Waterproof:** Guaranteed safe play in the sun and water



# ALOBABY UV MOIST MILK

\$35



Water-Based Sunscreen with SPF 15 that Ensures Protection from Harmful UV Rays



**Olive Leaf Extract:** Safe and natural filter to block harmful UVA/UVB rays from child's skin



**Rose Hip Oil:** Prevents rough skin by reducing scars and fine line



**Raspberry Fruit Extract:** Promotes cell regeneration for healthy skin



# ALOBABY OUTDOOR SPRAY

\$25



Be Free of Insect Bites with this DEET-Free, Waterproof and Moisturising Insect Repellent

- ✓ **Orange Fruit Water:** Refreshing, anti-inflammatory properties which reduce redness immediately from insect bites
- ✓ **Lemongrass Oil:** Inhibits microbial and bacteria growth internally and externally
- ✓ **Rosemary Oil:** Natural antiseptic properties that promotes healthy and moisturised skin

# ALOBABY BODY MARK CREAM

\$49



Anti-itch and Anti-inflammatory Moisturising Cream for Expecting and New mothers, Preventing and Healing Stretch Marks

- ✓ **Aphanothece Sacrum Powder:** Prevents and reduces stretch marks by moisturising 10 times more than Hyaluronic Acid
- ✓ **Rose Hip Oil:** Rich in Vitamin E to fade scars, regenerate cells and reduce stretch marks
- ✓ **Lavender Oil:** Soothes irritated skin and quickly reduce redness

# SINCE BEAUTÉ SHAMPOO

\$40



Moisturising Shampoo for Expecting and New mothers, which Enhances Hair Volume and Promotes Hair Growth

- ✓ **Seaweed Minerals and Kasumi Flower extract:** Nourishes scalp with nutrients and promote hair growth
- ✓ **Baobab and Camellia Oil:** Deep moisturisation of hair and repairs damaged hair cuticles
- ✓ **Centella Asiatica Oil:** Promotes hair development and leaves hair glossy



## SINCE BEAUTÉ TREATMENT

\$47

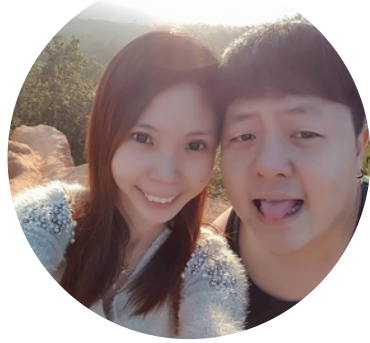


Nourishing Hair Conditioner for Expecting and New mothers that Deeply Moisturises the Scalp, Preventing Hair Thinning and Promoting hair growth

- ✓ **Hyaluronic Acid:** Provides 10 times more concentrated moisturizing effect and promotes complete penetration of nutrients
- ✓ **Lavender Oil:** Subtle aroma that delivers a relaxing and comfortable enjoyment for bathing times to relax



**“Quick Eczema relief in just 7 days.”**



**“A must-have  
for bath  
routines.”**

*Highly rave product (Milky Lotion) with heavenly smell that helps with my LO's eczema.*

- Shermaine



**“A peace of mind  
using it on my  
kids!”**

*Alobaby products are my favourite as it is 100% natural and as a mother of 2, looking out for products that are safe for my kids is a priority!*

- Cod



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Alobaby continuously strives to  
provide the best for every baby  
with every parent.