

Cetaphil Baby eLearning Key Takeaways

- Infant skin has its own unique characteristics which make it more prone to dryness and irritation
- Cetaphil Baby products are formulated specifically to protect, nourish, and support the unique needs of infant skin, and contain the key ingredient organic calendula extract which calms and soothes skin
- The Cetaphil Baby product line includes Daily Lotion, Diaper Cream, Wash & Shampoo, Ultra Moisturizing Cream, and Moisturizing Oil; the Daily Lotion is anticipated to be the biggest seller
- The Cetaphil Baby line is dermatologist tested and recommended, as well as paraben free, colorant free, mineral oil free, and hypoallergenic
- There are many competitors to the Cetaphil Baby line; some of these contain potentially irritating ingredients (such as mineral oil, colorants, or parabens) that have been excluded from Cetaphil Baby products

