

Gentle Plus Baby Lotion



Gentle Plus Baby lotion helps soften and gently moisturize delicate skin. It is fast absorbing to heal dryness at the source and promote healthy skin. Gentle Plus Baby Lotion has a creamy, silky smooth texture to provide all-day moisturizing.

Product Code	Unit of Measure	Units per Box	Boxes per Case	NDC #
GPBL	12 Oz.	12	12	N/A

Essential Ingredients:

Glycerin

Glycerin is a hygroscopic, colorless, odorless, and sometimes gelatinous, nontoxic liquid. It is used in skincare because it contains so few toxins that glycerin rarely causes allergic reactions or skin. This makes it a great ingredient to be used by those with sensitive skin. One of the most useful properties in glycerin is its ability to draw in moisture from its surrounding environment. When used in a lotion, it provides an effective shield for the skin to prevent moisture from escaping while pulling moisture from the air and into skin.

Lanolin

Lanolin falls into the lipid-rich emollient class of moisturizers. One of the causes of dry skin is a lack of lipids, which allows water to escape. Lanolin fills in those gaps, preventing future water escape. Skin bio-engineering studies have shown that the durational skin smoothing effect produced by lanolin is immediate, very significant and lasts for many hours. Lanolin is very effective in soothing dry, irritated skin anywhere on your body including the scalp.

Petroleum Jelly

Petroleum Jelly is a mixture of paraffin and microcrystalline wax and mineral oil that is recognized by the U.S. Food and Drug Administration (FDA) as an approved over-the-counter skin protectant for topical applications. In lotions and topical ointments it acts as an occlusive moisturizer that forms a sealant to lock water into the skin, preventing dryness. It can also resolve dryness by preventing further water loss from the skin, allowing the skin to repair itself from within. As an occlusive, it can help seal skin breakage-preventing bacteria or impurities from entering the wound and allowing the body's natural healing properties to work without interruption. It is also known as white petrolatum or soft paraffin.