



More than 99% of subjects showed zero local intolerance

### Mother's Feedback Assessment

As per the mothers' feedback received under pediatric supervision, **HIMALAYA BABY LOTION:**

- ✓ Improved overall condition of baby's skin
- ✓ Provided overall nourishment to baby's skin
- ✓ Maintained moisture of baby's skin all day long
- ✓ Prevented and protected baby's skin from drying
- ✓ Spread and absorbed easily into the skin
- ✓ Had a mild fragrance
- ✓ Was non-sticky/non-greasy

More than 99% of mothers agreed to the quality, safety, and efficacy of **HIMALAYA BABY LOTION.**



## baby lotion

Keeps baby's skin soft and smooth



**Almond Oil**  
Natural emollient and skin softener



**Olive Oil**  
Helps nourish and soften skin

- Contains emollients that help moisturize baby's skin
- Significantly improves skin softness and smoothness\*
- Helps prevent dry skin
- Combines the goodness of Olive Oil and Almond Oil, which help nourish and protect skin
- With a soft and gentle fragrance

### Usage

For daily prophylactic application after a bath (against dry skin)

- Dry and scaly skin
- Dry cheeks, elbows, and knees

**Available** 100 ml, 200 ml, 400 ml & 700 ml

**No Parabens**  
**No Mineral Oil**  
**No Synthetic Colors**

\*The Antiseptic 2008;105(2):87-89.



For the use of registered medical practitioner, hospital, or laboratory.

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# PMOS

(Post Marketing Observational Study)

One of the **largest** studies conducted on **500 babies** across India by pediatricians



## baby lotion

Keeps baby's skin soft and smooth

Promoted exclusively to **DOCTORS**

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Himalaya Wellness Company

# Post Marketing Observational Study - Himalaya Baby Lotion

## Clinical development path

HR IPT\* → In-Use Clinical Efficacy Study → PMOS

- Pediatricians conducted PMOS in 24 locations across India.
- HIMALAYA BABY LOTION was tested on all skin types.
- The trial was specifically carried out based on the product's unique season.
- There were no safety issues throughout the study.
- The study was conducted as per:
  - ✓ Central Drug Standard Control Organization (CDSCO) guidelines
  - ✓ International Council for Harmonisation - Good Clinical Practice (ICH-GCP) guidelines
  - ✓ Principles stated in the Declaration of Helsinki (DoH)

**CTRI (Clinical Trial Registry of India) Registration: CTRI/2021/10/037290**

\*Published in International Journal of Toxicology and Pharmacological research.

<http://impactfactor.org/PDF/IJTPR/12/IJTPR,Vol12,Issue6,Article23.pdf>

## Post Marketing Observational Study (PMOS) to evaluate the safety and efficacy of HIMALAYA BABY LOTION.

**Study objective:** To evaluate the safety and efficacy of HIMALAYA BABY LOTION in the study population

**Study design:** An open-label, Post Marketing Observational Study

**Duration of application of product (per baby):** 14 days

**Number of subjects:** 500

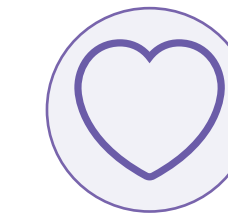
**Age:** 0-36 months

## Dermatological Assessment

### Mildness of HIMALAYA BABY LOTION on Baby's Skin

After using HIMALAYA BABY LOTION for 14 days, the product was found to be **mild** on the skin of 100% of babies.

### Gentleness of HIMALAYA BABY LOTION on Baby's Skin



After using HIMALAYA BABY LOTION for 14 days, the product was found to be **gentle** on the skin of 100% of babies.



**HIMALAYA BABY LOTION was found to be mild and gentle on 100% of babies.**

## Local Intolerance Assessment

**Interpretation:** Throughout the study, 99.8% of subjects showed no local intolerance (i.e., dryness, erythema, edema, scaling, itching, rashes, or burning sensation) after using the product.

