



Baby Care

Healthy - Happy - Bright

SENSITIVE SKIN & SWIM CARE FOR LITTLE STARS

TRADE PRODUCT CATALOGUE

Premium sensitive-skin and swim-care solutions for babies and growing children.

May 2026



Calm skin. Happy swims. Bright little days.

A Product of Max Biocare
Since **2000**

Est.
2000

BACKED BY
MAX BIOCARE
SCIENCE





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Little Étoile® Baby Care



Sensitive skin and swim care for little stars.

Science-led care parents can trust, from bath to swim

A premium Australian baby care range built around high-concern parent needs and stringent MBc360 Development & Quality System

- Skincare, haircare and swim care for babies and growing children with delicate, dry and eczema-prone skin.
- Proudly made in Victoria: in our own GMP-accredited facility, following our full circle MBcSS360 Development & Quality system, with our unique and verified natural extracts.



OUR RANGES

Little Étoile Baby Care combines sensitive-skin expertise with swim-specific care — helping cleanse, comfort, protect and support delicate skin and hair through daily routines, active play and every swim.

EVERYDAY SENSITIVE-SKIN CARE

- For Delicate, dry, sensitive, irritated, eczema-prone and sweat/heat-prone skin, and intimate area
- Gentle cleansing, barrier support and skin comfort

SWIM-SMART RANGE

- Created for exposure to pool chlorine, chloramines, salt water and environmental residues
- Helps address dryness, tightness, tangling and post-swim discomfort

PERFORMANCE & SAFETY ASSURANCE

Built on MBc360 stringent, full circle development & Quality system:

- **Safety proof:** Dermatologically tested on sensitive skin, eye-safety tested where applicable.
- **Performance proof:** Chlorine-neutralisation testing for SwimProtect.
- **Manufacturing proof:** Made in Victoria in a GMP-accredited facility.

Retailer/Pharmacy Opportunity

- **Category opportunities:** Sensitive skin, dry skin, eczema-prone skin, post-swim care, toddler hygiene and children's hair care.
- **Why it matters to shoppers:** Parents look for gentle, safe and effective solutions when their child's skin is dry, reactive, irritated after bathing or uncomfortable after swimming.
- **Why it matters to trade:** The range supports cross-sell routines across cleansing, moisturising, intensive repair, swim recovery, hair care and hygiene.

Calm skin. Happy swims. Bright little days.

THE LITTLE ÉTOILE DIFFERENCE

- **Premium, targeted** skincare, hair care, and personal care for infants, young children and little swimmers with delicate, sensitive, dry and eczema-prone skin.
- Combines gentle care, scientifically supported performance and proprietary active ingredients found nowhere else.

PARENT-LED PROBLEM SOLVING

- For dry, sensitive, eczema-prone, sweat/heat-prone, swim-exposed and delicate skin & hair concerns.
- For sensitive skin:
 - Always soothing & calming
 - Always nourishing & moisturising

SCIENCE-LED SAFETY

- Sensitive-skin testing, eye-safety testing where applicable, extra voluntary quality checks and GMP manufacturing.
- Rigorous screening of ingredients and materials, stringent GMP standards
- Made in our own purpose-built, GMP-accredited facility in compliance with ISO 22716 standards

DIFFERENTIATED PERFORMANCE

Not just basic baby care:

- Targeted routines for cleansing, barrier support, intensive moisture, chlorine residue, detangling and bottom-area comfort.
- Features proprietary active ingredients and unique materials developed through Max Biocare Research Parks in Gippsland.

TRADE-READY RANGE ARCHITECTURE

- Simple routines that help retailers build baskets and online bundles.
- A range designed for high-trust recommendation environments: pharmacy, baby specialty, premium retail and online platforms.



Little Étoile Baby Care: Problem-Solving Care for Sensitive Little Skin

Six key products for dry, sensitive, eczema-prone, sweat/heat-prone and swim-exposed skin — with everyday hair care and toddler hygiene solutions, from daily cleansing to swim recovery.

 Shopper concern	 What parents notice	 Recommended SKU	 Best Use	 How it helps	 Key Ingredients
 Dry, sensitive, eczema-prone or sweat/heat-prone skin	"Skin feels dry, irritated or prickly in heat."	Head To Toe Wash for Dry & Sensitive Skin	Daily bath 0+ months	Fragrance-free, low-bubble wash — cleanses without stripping; hydrates, soothes & protects.	Colloidal Oatmeal · Panthenol · Aloe Vera · Calendula · Prebiotic Inulin · MBc Herbal Honey · Uvalife®
 Very dry or irritated-looking skin	"Some areas look red, rough or very dry."	Skin Recovery Cream	Intensive rescue 0+ months	Rich, fragrance-free cream to nourish, calm & comfort very dry and eczema-prone skin.	ShineOn Plus Blend™ (Glycerin, Panthenol, Cucumber, Calendula) · Aloe Vera · Centella · Oat · Allantoin · Rosehip · Jojoba Oil
 Everyday moisture & barrier support	"I want a daily moisturiser to keep skin comfortable."	Soothing Barrier Lotion	Daily moisturising 0+ months	Lightweight barrier lotion — hydrates, soothes & protects sensitive skin from dryness.	ShineOn Blend™ (Glycerin, Panthenol, Cucumber) · Niacinamide · Shea Butter · Aloe Vera · Allantoin · Oat Oil · Uvalife®
 Chlorine, swim residue & post-swim dryness	"After swimming, skin or hair feels dry and smells like chlorine."	SwimProtect 2-in-1 Shampoo & Body Wash	Post-swim cleansing 2+ years	Cleanses hair & body, neutralises chlorine residues & odour; leaves skin soft & hair manageable.	Sodium Thiosulfate & Bicarbonate · Panthenol · Glycerin · MBc Herbal Honey · Aloe Vera · Brown Rice Protein · Vitamin E
 Tangly, dry or hard-to-brush hair	"Hair knots easily after washing, styling or swimming."	Hair Oil	Daily detangling & pre-swim protection 0+ months	Lightweight oil — smooths, detangles, nourishes & protects hair before swimming, after washing or every day.	Silken-6 Complex: Safflower · Argan · Apricot Seed · Grape Seed · Oat Kernel · Coconut-derived Oil
 Delicate bottom-area comfort	"Bottom area feels sensitive, dry or uncomfortable."	Gentle Bottom Wash	Bottom-area hygiene 2+ years	pH-matched, glycerine-free wash — cleanses, supports microbiome balance & comforts delicate skin.	Sodium Lactate · Sage Leaf · Aloe Vera · Cucumber · Bisabolol · Panthenol · Allantoin · Uvalife®

Routine-Based Merchandising: Build Higher-Value Baskets

Little Étoile Baby Care – Build the Routines

Six key products, organised by shopper concern, to make the range easier to shop and build into simple care routines.



**Dry, sensitive or
eczema-prone skin**

Basket Opportunity

Daily Sensitive Skin Routine: Head To Toe Wash + Soothing Barrier Lotion

Gentle non-stripping cleansing + daily hydration for sensitive skin.

Eczema-Prone Skin Routine: Head To Toe Wash + Soothing Barrier Lotion + Skin Recovery Cream

Daily cleanse and moisturise, with richer comfort for very dry or rough-looking areas..



**Swimming, chlorine
& post-swim dryness**

Basket Opportunity

SwimSmart Routine: Hair Oil + SwimProtect 2-in-1 + Soothing Barrier Lotion

Protect before swimming, cleanse and neutralise chlorine after swimming, then rehydrate skin and nourish hair.

Upgrade Routine: Skin Recovery Cream

Add for very dry or uncomfortable-feeling skin after swimming.



**Tangly, Dry or
Rough hair**

Basket Opportunity

Tangle & Shine Hair Routine

Head To Toe Wash + Hair Oil
Gentle cleansing + everyday leave-in nourishment to help smooth, soften and detangle.



**Delicate bottom-area
comfort**

Basket Opportunity

Toddler Freshness Routine

**Head To Toe Wash + Gentle
Bottom Wash**

Daily body cleansing + dedicated bottom-area hygiene with microbiome support, comfort and hydration.



HEAD TO TOE WASH

For Dry & Sensitive Skin (0+ Months)

Gently cleanses for sweat-prone, dry and eczema-prone skin | Hydrates & Calms | Protects



Pack Size: 250/500mL Pump Bottle
LEBC009

Gently cleanses without stripping the skin barrier
— helping hydrate, soothe and protect delicate skin from birth.



- ✓ A milky, hypoallergenic, *fragrance-free*, low-bubble, 2-in-1 wash to help care for dry and sensitive scalp and body skin
- ✓ **Tears-be-Gone** & **Skin-Safe** formulation: certified by clinical dermal sensitivity & eye safety testing
- ✓ Family/user-friendly, recyclable, pump bottles

A fragrance-free, low-bubble cleanser for newborns and babies with delicate, dry, sensitive and eczema-prone skin.

Formulated with Colloidal Oatmeal, Panthenol, Aloe Vera, Calendula, Prebiotic Inulin, MBc Herbal Honey, and UvaLife®, it helps cleanse without stripping the skin barrier, while supporting hydration and protecting against transepidermal moisture loss and external environmental stressors.

Parent concern:

"My baby's skin feels dry, tight or irritated after bath time."

Product answer:

A fragrance-free, low-bubble wash for newborns and babies that gently cleanses without stripping the skin barrier.

Why Little Étoile:

Sensitive-skin and eye-safety tested, pH-balanced, no SLS/SLES, and formulated with colloidal oatmeal, panthenol, aloe vera, calendula, prebiotic inulin, MBc Herbal Honey and UvaLife.

Features

- ✓ No SLS/SLES, no added perfume
- ✓ Proprietary ingredients, demonstrated to contain antioxidant activity
- ✓ Eye safety and sensitive-skin compatibility supported by external accredited laboratory testing.
- ✓ Skin-age-appropriate formulation, pH-balanced for children's skin development.

HEAD TO TOE WASH

For Dry & Sensitive Skin (0+ Months)

Ingredients

AQUA, SODIUM COCOYL ISETHIONATE, GLYCERIN, CAPRYLYL/CAPRYL GLUCOSIDE, PEG-120 METHYL GLUCOSE DIOLEATE, COCAMIDOPROPYL BETAINE, AVENA SATIVA (OAT) KERNEL MEAL, PANTHENOL, HONEY*, ALOE BARBADENSIS (ALOE VERA) LEAF JUICE POWDER, CALENDULA OFFICINALIS FLOWER EXTRACT, INULIN, UVALIFE® ANTIOXIDANT BLEND [VITISVINIFERA (GRAPE) SEED EXTRACT, VITIS VINIFERA (GRAPE) FRUIT EXTRACT, WINE (RED WINE) EXTRACT], TOCOPHEROL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, GLUCONOLACTONE, SODIUM PCA, GLYCERYL CAPRYLATE, GLYCERYL OLEATE, COCONUT ACID, FRUCTOSE, SODIUM LAUROYL SARCOSINATE, SODIUM ISETHIONATE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, SODIUM CITRATE, SODIUM CHLORIDE, SODIUM BENZOATE, POTASSIUM SORBATE, DISODIUM EDTA, CITRIC ACID

* *MBC Herbal Honey, lovingly harvested from our bees at MBC Research Parks in Gippsland*

Ingredient information:

- ✓ **Prebiotic Inulin, MBC Herbal Honey™** and **Uvalife®** for enhanced skin barrier support and protection for developing skin barrier
- ✓ **Colloidal Oatmeal & Panthenol** to soothe and hydrate very dry skin, supports barrier
- ✓ Soothing **Aloe Vera** helps to relieve discomfort in red, aggravated areas
- ✓ Linoleic acid from **Sunflower Seed Oil** helps nourish the skin by supporting ceramide production that strengthens the outer layers
- ✓ Fragrance-free, soap-free for dry, sensitive and eczema-prone skin exposed to hot, humid conditions, while **glycerin and refatting agents** help reduce post-wash tightness.

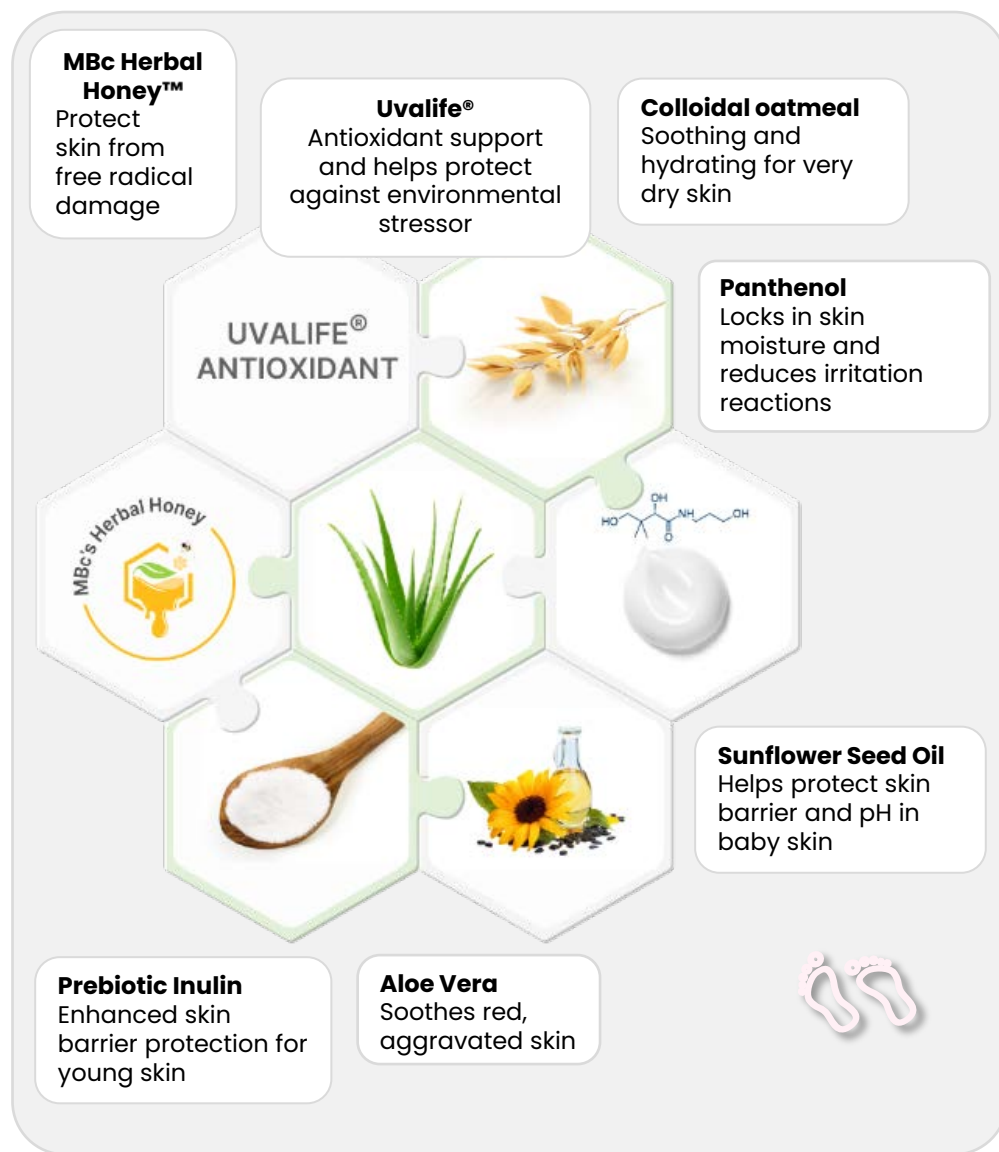
Suitable for:

- ✓ Irritated, dry skin including eczema-prone
- ✓ Discomfort associated with heat and humidity, skin prone to prickliness, irritation and barrier dryness.
- ✓ Newborn skin
- ✓ Sensitive skin



**Free from:

- ✓ Sulphates (SLS or SLES)
- ✓ Phthalates
- ✓ BHT & BHA
- ✓ Chlorine
- ✓ Benzalkonium Chloride
- ✓ Formaldehyde
- ✓ Phenols



SKIN RECOVERY CREAM★

For Dry & Eczema-prone Skin (0+ Months)

Hydrates | Nourishes | Calms dry and irritated, eczema-prone skin



Pack Size: 120g Tube
LECB022

Hydrating, moisturising and nourishing cream -
to help comfort dry, sensitive and eczema-
prone skin

** This is very rich, protective cream designed for intensive dry or rough-looking areas. For a lighter everyday moisture, pair with or switch to our [Soothing Barrier Lotion](#).*



- ✓ A rich*, fragrance-free, hypoallergenic, moisturising & nourishing cream formulated to calm, soothe, hydrate and relieve dry skin
- ✓ **Skin-Safe** formulation: certified by clinical testing for dermal sensitivity
- ✓ Family/user-friendly recyclable tube

A rich, intensive formulation designed to rehydrate and comfort irritated-looking skin, to reinforce the skin's hydration mechanisms, and to provide maximum softness. Made without added fragrance, just the gentle natural herbal scent of Calendula and Oat.

Parent concern:

"Some areas of my baby's skin look very dry, rough, red or uncomfortable."

Product answer:

A rich, fragrance-free intensive cream to hydrate, nourish and comfort very dry, sensitive and eczema-prone skin.

Why Little Étoile:

Skin-Safe tested, pH-balanced, fragrance-free and formulated with ShineOn Plus Blend, aloe vera, centella, oat, allantoin and nourishing botanical oils.

Features

- ✓ Safety certified by external accredited lab testing
- ✓ **ShineOn Plus Blend™** of Glycerin, Panthenol, Cucumber & our exclusive Calendula extract, that synergize together to moisturise and support the skin barrier
- ✓ Soothing **Aloe Vera, Centella, Oat extract & Allantoin**, plus nourishing botanical oils further help to rehydrate and protect the skin barrier
- ✓ Skin-age-appropriate formulation, pH-balanced for infant skin development

SKIN RECOVERY CREAM

For Dry & Eczema-prone Skin (0+ Months)

Ingredients

AQUA, SHINEON PLUS BLEND™ [GLYCERIN, PANTHENOL, CUCUMIS SATIVUS (CUCUMBER) FRUIT EXTRACT, CALENDULA OFFICINALIS FLOWER EXTRACT], CAPRYLIC/CAPRIC TRIGLYCERIDE, AVENA SATIVA (OAT) KERNEL OIL, CETEARYL ALCOHOL, DIMETHICONE, CETEARETH-20, AVENA SATIVA (OAT) KERNEL MEAL, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL, GLUCONOLACTONE, ALLANTOIN, CENTELLA ASIATICA (GOTU KOLA) EXTRACT, ALOE BARBADENSIS (ALOE VERA) LEAF JUICE POWDER, ROSA RUBIGINOSA (ROSEHIP) SEED OIL, TOCOPHEROL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, GLYCERYL STEARATE, SODIUM PCA, ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER, SODIUM CITRATE, SODIUM BENZOATE, POTASSIUM SORBATE, DISODIUM EDTA, CITRIC ACID, SODIUM HYDROXIDE.

Ingredient Information*

- ✓ Proprietary, novel **ShineOn Plus Blend™** featuring Glycerin, Panthenol, Cucumber & Calendula that helps provide extra **moisturising** capability & essential nutrients that help return the skin to a healthy, nourished state. Each of these ingredients is backed up by clinical evidence for Irritated skin
- ✓ Soothing Aloe plus two types of Oats & Calendula work together to combat dry, red & irritated skin
- ✓ Reinforced with **Centella & Allantoin** for additional calming support, and to minimize the appearance of redness & blemishes
- ✓ Sunflower, Rosehip, Jojoba that keep the skin nourished with essential Omega-class oils & also help lock moisture in by forming a protective layer on the surface of the skin.

Suitable for:

- ✓ Newborn skin
- ✓ Sensitive skin
- ✓ Dry skin
- ✓ Irritated skin



**Free from:

- ✓ Parabens
- ✓ Phthalates
- ✓ PEGs
- ✓ Fragrance
- ✓ BHT & BHA
- ✓ Chlorine
- ✓ Benzalkonium Chloride
- ✓ Formaldehyde
- ✓ Phenols
- ✓ Mineral Oils

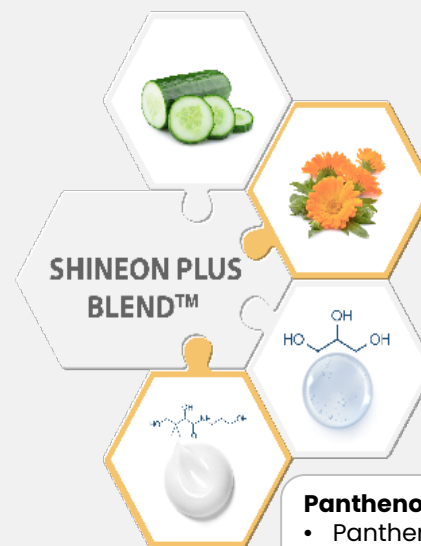
ShineOn Plus Blend™: a soothing blend of well-studied ingredients selected for eczema-prone and irritation-prone skin

Cucumber extract

- Cucumber fruit contains antioxidants and other natural compounds that nourish and soothe the skin, helping with skin irritations and swelling (Mukherjee, 2013)
- Cucumber also helps helps refresh and comfort the skin.

Calendula extract

- Extract of calendula flowers provides a gently freshening effect and controls the growth of germs, which may worsen the condition of damaged and irritated skin
- Calendula has been reported to promote healing and speed up skin repair time (Giostrì, 2022)



Glycerin

- Glycerin is a skin-identical, easily absorbed moisturising and hydrating ingredient similar to the composition of skin oils
- Regarded as one of the most effective eczema moisturisers by the National Eczema Association (NEA, 2022)

Panthenol

- Panthenol is converted to vitamin B5, which is used for growth and sebum (oil) production in skin
- Clinically shown to assist with eczema severity in children (Udompataikul and Limpapattana, 2012)

* Ingredient information is based on published literature and ingredient-level data. Finished product performance is supported by product-specific testing where stated.

SOOTHING BARRIER LOTION

(0+ Months)

Strengthens barrier | Hydrates | Soothes & calms



Pack Size: 200g Tube
LEBC024

Hydrates, soothes & protects to comfort dry, sensitive, eczema-prone skin.



- ✓ A gentle, fragrance-free lotion designed to support and protect baby's delicate skin barrier from birth
- ✓ **Skin-Safe** formulation: certified by clinical testing for dermal sensitivity
- ✓ Family/user-friendly recyclable tube

A fragrance-free barrier lotion that hydrates, soothes and helps protect delicate skin. Formulated for sensitive, dry and eczema-prone skin.

Parent concern:

"I want a daily moisturiser that keeps my baby's sensitive skin comfortable and protected."

Product answer:

A lightweight, fragrance-free daily barrier lotion that hydrates, soothes and helps protect delicate skin from dryness.

Why Little Étoile:

Skin-Safe tested, pH-balanced and formulated with ShineOn Blend, sodium PCA, aloe vera, allantoin, shea butter and niacinamide.

Features

- ✓ Hypoallergenic, Skin-safe formula with safety certified by external accredited lab clinical testing
- ✓ **ShineOn Blend™** of Glycerin, Panthenol, Cucumber, plus sodium PCA synergize together to hydrate and protect against moisture loss
- ✓ Soothing Aloe Vera & Allantoin help to calm and soothe irritated skin
- ✓ Shea butter & Niacinamide strengthen the skin barrier
- ✓ Skin-age-appropriate formulation, pH-balanced for infant skin development

SOOTHING BARRIER LOTION★

(0+ Months)

Ingredients

AQUA, SHINEON BLEND™ [GLYCERIN, PANTHENOL, CUCUMIS SATIVUS (CUCUMBER) FRUIT EXTRACT], CAPRYLIC/CAPRIC TRIGLYCERIDE, NIACINAMIDE, CETYL ALCOHOL, TAPIOCA STARCH, DIMETHICONE, CETEARYL ALCOHOL, BUTYROSPERMUM PARKII (SHEA) BUTTER, CETEARETH-20, AVENA SATIVA (OAT) KERNEL OIL, ALOE BARBADENSIS (ALOE VERA) LEAF JUICE POWDER, ALLANTOIN, TOCOPHEROL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, UVALIFE® ANTIOXIDANT BLEND [VITIS VINIFERA (GRAPE) SEED EXTRACT, VITIS VINIFERA (GRAPE) FRUIT EXTRACT, WINE (RED WINE) EXTRACT], GLUCONOLACTONE, GLYCERYL CAPRYLATE, SODIUM PCA, XANTHAN GUM, CITRIC ACID, SODIUM CITRATE, SODIUM BENZOATE, POTASSIUM SORBATE, DISODIUM EDTA

Ingredient Information

- ✓ **Aloe Vera, Allantoin & Cucumber** extracts soothe and comfort sensitive and irritated skin
- ✓ Replenishes hydration with **Oat Oil, Panthenol & Sodium PCA**
- ✓ Shields the moisture barrier, with **Shea Butter & Niacinamide**
- ✓ **Uvalife®** Antioxidant Blend helps defend developing skin from environmental stressors.

Suitable for:

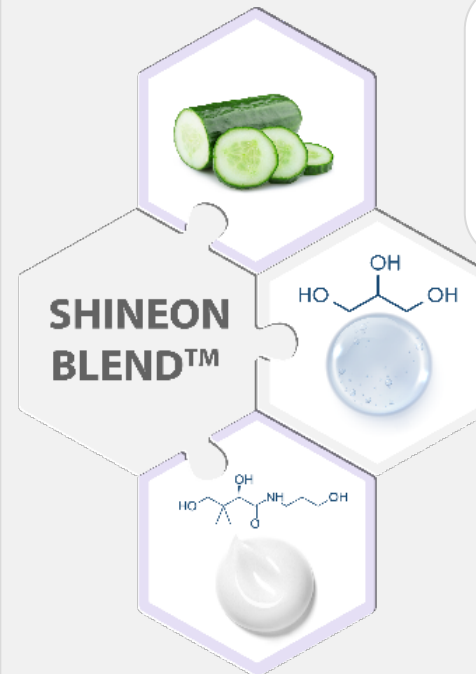
- ✓ Newborn skin
- ✓ Sensitive skin
- ✓ Dry skin
- ✓ Irritated skin



**Free from:

- ✓ Parabens
- ✓ Phthalates
- ✓ Fragrance
- ✓ BHT & BHA
- ✓ Chlorine
- ✓ Benzalkonium Chloride
- ✓ Formaldehyde
- ✓ Phenols
- ✓ Mineral Oils

ShineOn Blend™: A nourishing trio of well-studied ingredients selected to support sensitive baby skin prone to irritation.



Cucumber extract

Cucumber fruit contains antioxidants that nourish and soothe visible irritation and discomfort (Mukherjee, 2013) which babies experience routinely, owing to their skin's developing ability to protect itself

Glycerin

Newborn skin has higher fat (triglyceride) levels than adult skin, which helps to keep it soft and hydrated. Glycerin not only helps maintain these fatty acids, but helps form a protective coat on the surface layers, so skin stays hydrated from inside and outside (Daehnhardt-Pfeiffer 2012)

Panthenol

Vitamin B5 promotes skin repair and maintenance of the skin barrier. Panthenol has been shown to improve the speed of skin repair and help soothe visible irritation (Proksch et al, 2005)

HAIR OIL[★]

(0+ months)

nourish - condition - detangle - protect

Multi-awards
winner



- ✓ Everyday conditioning care for tangles, dryness and pre/post-swim protection
- ✓ A beautifully fragrant blend of botanical oils for an instant conditioning and protective effect on hair of all types
- ✓ **Skin-Safe** formulation: certified by clinical testing for dermal sensitivity
- ✓ Family/user-friendly, recyclable, pump bottle

Nourish, protect, condition and detangle the hair of babies, children and adults. This versatile hair oil is a popular choice for families with long or tangle-prone hair. Use it on dry hair for daily styling and detangling. Apply it to washed, damp hair before drying for silky smooth locks.

Define curls, smooth straight hair, and calm down fly aways for shiny, healthy hair every day.

Parent concern:

"My child's hair knots easily, feels dry after swimming or becomes hard to brush."

Product answer:

A lightweight conditioning oil that helps protect, smooth, detangle and nourish children's hair before swimming, after washing or every day.

Why Little Étoile:

Skin-Safe tested, multi-award winning, formulated with six botanical oils, suitable as leave-in or wash-off care.

Features

- ✓ 6 natural oils help protect delicate hair from dryness, tangles and environmental exposure
- ✓ Suitable as a leave-in or wash-off treatment
- ✓ Ideal for protection at the beach or pool
- ✓ Enriched with Little Étoile's unique Sweet Blossom Breeze scent
- ✓ Suitable for children and adults



Pack Size: 200 mL Pump Bottle
LEBC018

A lightweight, beautifully scented, conditioning oil to help protect, smooth and detangle children's hair before swimming, after washing or every day.

HAIR OIL★

(0+ months)

Ingredients

CYCLOPENTASILOXANE & DIMETHICONOL, CYCLOHEXASILOXANE & CYCLOPENTASILOXANE, CAPRIC/CAPRYLIC TRIGLYCERIDE*, TOCOPHEROL, *CARTHAMUS TINCTORIUS* SEED OIL, *AVENA SATIVA* KERNEL OIL, *ARGANIA SPINOSA* KERNEL OIL, *PRUNUS ARMENIACA* KERNEL OIL, *VITIS VINIFERA* SEED OIL, PARFUM.

*: Coconut-derived conditioning oil

Ingredient Information

- ✓ **Safflower oil** – high in linoleic acid, which nourishes scalp and hair follicles (Skolnik, 1977)
- ✓ **Argan oil** – shown to protect hair like a barrier from free radical damage (Shafiri, 2023)
- ✓ **Apricot seed oil** – a natural source of sterols and squalene that support delicate skin's natural oil production (Rudzinska, 2017)
- ✓ **Grape seed oil** – antioxidant, antibacterial, helps reduce irritation (Khanna, 2002) and very good at restoring hair smoothness (Demir, 2023)
- ✓ **Coconut-derived conditioning oil** helps smooth and condition hair, supporting softness and manageability

Suitable for:

- ✓ Normal and dry hair
- ✓ As a conditioning detangler
- ✓ After shampoo; it can be left on or rinsed off
- ✓ Before swimming to help coat and protect hair from pool water, salt water and environmental exposure.
- ✓ Children & adults



**Free from:

- ✓ Parabens
- ✓ Phthalates
- ✓ PEGs
- ✓ Formaldehyde
- ✓ Phenols
- ✓ Mineral Oils

SILKEN-6 COMPLEX

Safflower

oil: source of linoleic acid to help nourish scalp & hair follicles



Apricot seed

oil: source of sterols & squalene to support delicate skin's oil production



Argan oil: a barrier against free radical damage



Coconut-derived conditioning oil : a rich source of nourishing medium-chain fatty acids



Grape seed oil: antioxidant, antibacterial, restoring hair smoothness & reducing irritation

SWIMPROTECT 2-IN-1

SHAMPOO & BODY WASH (2+ Years)

After every swim: Cleanse – Neutralise – Hydrate & Detangles



Pack Size: 250 mL Pump Bottle (LEBC007)

A gentle post-swim shampoo and body wash that helps neutralise chlorine odour and residues, cleanse without over-drying, and leave hair and skin feeling soft, fresh and manageable.

Multi-awards
winner



- ✓ **Specifically designed to do what regular shampoo does not: help neutralise chlorine residues**, help care for skin and hair exposed to chlorine, salt water and environmental residues.
- ✓ **Tears-be-Gone & Skin-Safe** formulation: certified by clinical dermal sensitivity & eye safety testing
- ✓ **Chlorine neutralisation**: controlled-laboratory protocol, with transparent testing approach
- ✓ Family/user-friendly, recyclable, pump bottles.

A gentle post-swim 2-in-1 shampoo and body wash that helps neutralise chlorine odour and residues from pool or seawater exposure, cleanses without over-drying, and leaves skin feeling soft and hair easier to detangle.

Parent concern: "After swimming, my child smells like chlorine and their hair or skin feels dry, rough or tangled."

Product answer: A gentle post-swim shampoo and body wash that helps neutralise chlorine odour and residues while cleansing without over-drying.

Why Little Étoile: Supported by chlorine-neutralisation testing, eye-safety testing, sensitive-skin testing and pH-balanced swim-care formulation.

Features

- Helps neutralise chlorine residues and pool-water odours after swimming
- Tested for sensitive skin and eye safety
- Light passionfruit and peach scent
- With panthenol, aloe vera, MBC Herbal Honey, vitamin E and brown rice protein to help hydrate, comfort, soften and protect hair and skin after every swim

SWIMPROTECT 2-IN-1

SHAMPOO & BODY WASH (2+ Years)

Ingredients

AQUA, SODIUM LAUROYL SARCOSINATE, COCAMIDOPROPYL BETAINE, SODIUM LAURETH SULFATE, GLYCERIN, POLYQUATERNIUM-7, COCO-GLUCOSIDE, SODIUM THIOSULFATE PENTAHYDRATE, SODIUM BICARBONATE, PANTHENOL, SODIUM CHLORIDE, PHENOXYETHANOL & CAPRYLYL GLYCOL, (MBC HERBAL) HONEY, ALOE BARBADENSIS LEAF JUICE POWDER, TOCOPHERYL ACETATE, ORYZA SATIVA EXTRACT, GLYCERYL OLEATE, PEG 150 PENTAERYTHRITYL TETRASTEARATE, DISODIUM EDTA, CITRIC ACID, PARFUM, CI 42090

Ingredient Information

- ✓ **Glycerin** – improves water barrier function and hydration in dry scalp skin (Harding et al, 2014)
- ✓ **MBc Herbal Honey** – provides validated activity against hair and scalp damaging free radicals
- ✓ **Aloe vera** – has been used in hair treatments for dandruff (Kumari, 2022) and soothes damaged skin
- ✓ **Tocopherol** – a natural form of vitamin E that provides antioxidant protection within the oil layers of the hair and scalp
- ✓ **Brown rice** protein repairs and fortifies damaged hair strands (Isnard, 2019) and nourishes dry scalp skin
- ✓ **Panthenol** (provitamin B5) locks in skin moisture and reduces irritation reactions (Nisbet, 2019)

Suitable for:

- ✓ After swimming or bathing
- ✓ All hair types
- ✓ Dry skin
- ✓ Sensitive skin

Recommended for use with

- ✓ Hair Oil – before swimming and after swimming
- ✓ Soothing Barrier Lotion: for before and after swimming
- ✓ Skin Recovery Cream: for those with very dry skin – after swimming



Free from:

- ✓ Phthalates
- ✓ BHT
- ✓ BHA
- ✓ Formaldehyde
- ✓ Phenols

SWIMPROTECT 2-IN-1 BLEND

Glycerin to improve water barrier function and hydration in dry scalp skin

Aloe vera as a hair conditioner and soothing the skin

MBc Herbal Honey to protect hair and scalp from free radical damage

Panthenol (provitamin B5) locks in skin moisture and reduces irritation reactions

Tocopherol as a natural form of antioxidant

Brown rice for protein repairs; fortifies hair & nourishes scalp

* this product has a higher pH to support chlorine neutralisation. Safety supported by skin and eye-safety testing.

SWIMPROTECT 2-IN-1

SHAMPOO & BODY WASH (2+ Years)

Designed to do what standard shampoo does not: help neutralise chlorine residues.

SwimProtect Performance Proof

3a. Technical report – chlorine neutralisation

Internal controlled laboratory testing showed **SwimProtect 2-in-1 Shampoo & Body Wash (2+ years)** effectively neutralised chlorine levels in water, using a chemical analysis system developed at Max Biocare laboratories.

Reference: Internal Report, Dechlorination studies MBC202309-01-F12

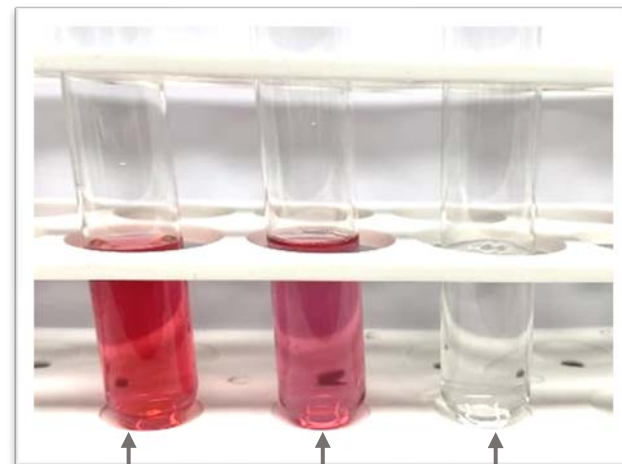
3b. Preliminary data – copper neutralisation

SwimProtect 2-in-1 was tested in a chemistry assay using a standardised dipstick protocol. The product was mixed with a sample of water with a common pool algaecide containing copper, made at the prescribed level. The colour change on the test strips was then compared to the colour indicator on the dipstick container.

Reference: Internal Data, Copper neutralisation test MBC20240522-01-F12

Why this matters:

This creates a clear reason to choose SwimProtect over standard shampoo for children who swim regularly.



Chlorinated
Water (5 ppm)

Chlorinated
Water (5
ppm)
&
**Normal
shampoo**

Chlorinated
Water (5 ppm)
&
**SWIMPROTECT
2-in-1**



The pink colour shows chlorine is present. At 5 ppm,

- SwimProtect neutralised the chlorine and the water returned to clear/white
- Regular shampoo left residual chlorine (pink).

GENTLE BOTTOM WASH

For Delicate Skin (2+ Years)

Gently cleanses | Microbiome Support | Comforts & Hydration



Pack Size: 250 mL Pump Bottle
Code LEBC005

pH-matched daily hygiene for delicate bottom areas



- ✓ Gentle cleansing, microbiome support, pH matched wash formulated specifically for children's children's delicate bottom/intimate area, for complete hygiene & comfort
- ✓ **Skin-Safe formulation:** certified by clinical testing for dermal sensitivity
- ✓ Family/user-friendly, recyclable, pump bottle

A gentle, pH-balanced wash for children's delicate bottom/intimate areas, designed to cleanse and freshen without over-stripping the skin. Formulated at a skin-friendly pH with sodium lactate, panthenol, bisabolol, aloe, and cucumber to help maintain hydration, barrier comfort, and a microbiome-friendly skin environment.

Parent concern:

"My child's bottom/intimate area can feel sensitive, dry or uncomfortable."

Product answer:

"A gentle, pH-matched wash made for children's delicate bottom area — helping cleanse without drying, freshen and support the skin's natural comfort balance."

Why Little Étoile:

"It is designed for one of the most delicate cleansing areas. Skin-Safe tested and pH-matched, it supports a skin-friendly microbiome environment. With aloe vera, cucumber, sage, panthenol, allantoin and Uvalife antioxidant support, it helps comfort and hydrate delicate skin."

Features

- ✓ Microbiome-support, age-appropriate pH balance, matched to developing intimate & bottom areas
- ✓ Gentle, fresh cleansing power from Sage leaf, Aloe vera & Cucumber extracts
- ✓ Panthenol & Allantoin naturally help reduce dryness and irritation
- ✓ **Uvalife™ Antioxidant Blend**, with antioxidant properties
- ✓ Multiple microbiome-supportive ingredients to support the delicate balance of intimate-area skin.

GENTLE BOTTOM WASH★

For Delicate Skin (2+ Years)

Ingredients

AQUA, COCAMIDOPROPYL BETAINE, SODIUM LAUROYL SARCOSINATE, COCO GLUCOSIDE, SODIUM LACTATE, SODIUM LAUROYL METHYL ISETHIONATE, PANTHENOL, PEG-120 METHYL GLUCOSE DIOLEATE, PEG-7 GLYCERYL COCOATE, PHENOXYETHANOL & CAPRYLYL GLYCOL, TOCOPHEROL, SODIUM COCOYL GLUTAMATE, UVALIFE™ ANTIOXIDANT BLEND [VITIS VINIFERA FRUIT EXTRACT, VITIS VINIFERA SEED EXTRACT, WINE EXTRACT], SALVIA OFFICINALIS LEAF EXTRACT, CUCUMIS SATIVUS FRUIT EXTRACT, BISABOLOL, ALOE BARBADENSIS LEAF JUICE POWDER, SODIUM BENZOATE, CITRIC ACID, DISODIUM EDTA, PARFUM.

Ingredient Information*:

- ✓ **Sodium lactate** helps support hydration, comfort and a skin-friendly pH environment.
- ✓ **Uvalife™ Antioxidant Blend**, to protect against free radicals
- ✓ **Sage leaf extract** helps to prevent bacterial infections and irritation to skin cells (Jurca, 2020)
- ✓ **Bisabolol** is an active ingredient derived from chamomile that helps to control the process of skin irritation (Maurya, 2014)
- ✓ **Aloe vera leaf** gently moisturises and protects irritated skin and rashes while preventing bacterial growth (Herman, 2020)
- ✓ **Cucumber** antioxidants nourish and soothe the visible irritation and discomfort (Mukherjee, 2013)
- ✓ **Panthenol (provitamin B5)** locks in skin moisture and reduces irritation reactions (Nisbet, 2019)

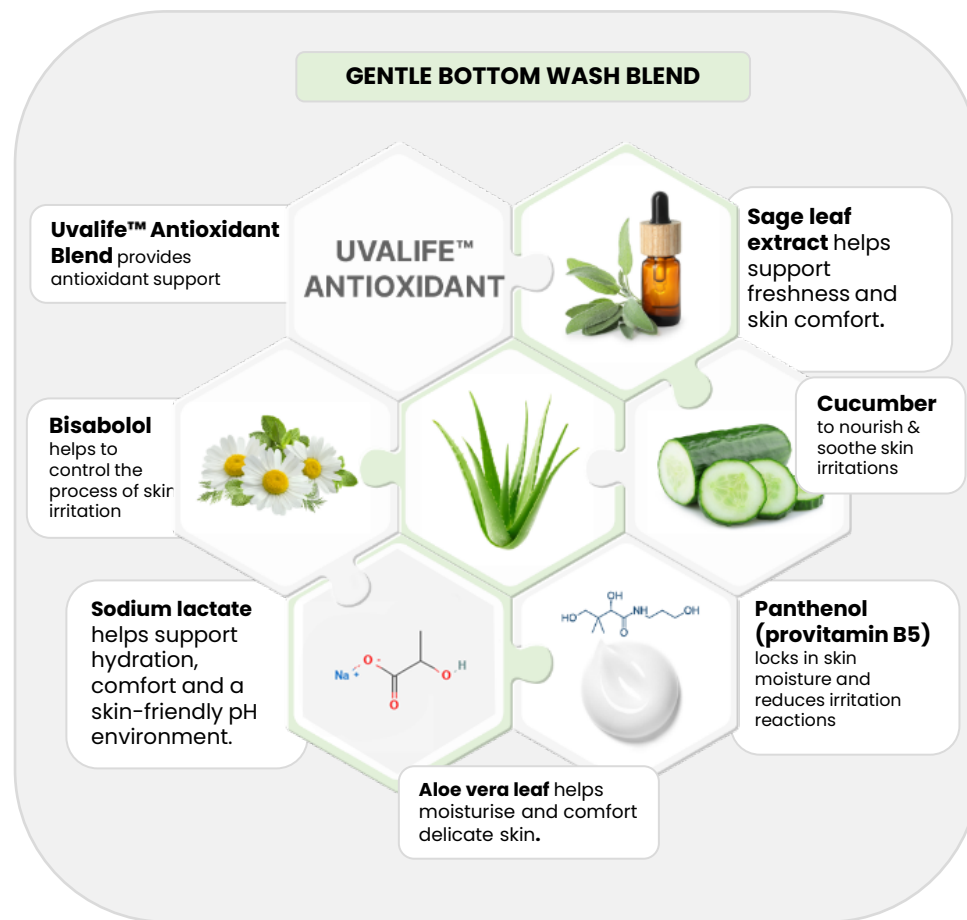
Suitable for:

- ✓ Dry skin
- ✓ Sensitive skin
- ✓ Intimate zone



**Free from:

- ✓ Parabens
- ✓ Phthalates, Sulphates (SLS or SLES)
- ✓ BHT
- ✓ BHA
- ✓ Chlorine
- ✓ Benzalkonium Chloride
- ✓ Formaldehyde
- ✓ Phenols



* Ingredient information is based on published literature and ingredient-level data. Finished product performance is supported by product-specific testing where stated.

SWIM-SMART CARE FOR LITTLE STARS

- Before-and-after swim routine to help protect, cleanse, hydrate and comfort delicate skin and hair.
- Supported by laboratory chlorine-neutralisation testing, dermatological testing on sensitive skin, and eye-safety testing.

What's in swimming pool / open water:

- Free chlorine disinfectant (often maintained $\geq 1-2$ ppm): can leave hair/skin feeling dry.
- Chloramines ("pool smell" by-products): can irritate eyes/skin—worse indoors.
- Salt + environmental impurities (open water): can leave hair/skin rough and tight.

The Products

STEP	PRODUCT	KEY BENEFIT
Before — Skin comfort	Soothing Barrier Lotion (0+)	Hydrates, soothes and supports skin comfort before swimming
Before — Hair protection	Hair Oil (0+)	Helps coat, smooth and detangle hair before swimming
After — Cleanse	SwimProtect 2-in-1 (2+)	Gently cleanses hair and body and helps neutralise chlorine residues
After — Skin rehydration	Soothing Barrier Lotion or Skin Recovery Cream (0+)	Lotion for daily hydration; Skin Recovery Cream for very dry or uncomfortable-feeling skin
After — Hair nourishment	Hair Oil (0+)	Helps nourish, smooth and detangle hair after washing

Why Little Étoile SwimProtect range?

- Addressing one of the most sought-after skin issues: dry, sensitive and eczema-prone skin.
- Differentiation:
 - Tested & verified claims build shopper trust.
 - Max Biocare's unique proprietary ingredients from Gippsland
- Basket growth: simple before – and – after swim routine;
- Trusted internationally: Australia, Singapore, Malaysia, Vietnam

Reference

<https://www.aad.org/public/diseases/eczema/childhood/triggers/swimming>
<https://newsroom.clevelandclinic.org/2024/06/17/does-pool-water-affect-your-skin-and-hair>
https://ashfordstpeters.net/Guidelines_Paediatrics/Eczema%20and%20Swimming%20Jul%202021.pdf
<https://www.cdc.gov/healthy-swimming/toolkit/chloramines-and-pool-operation.html>
<https://www.sciencedirect.com/science/article/pii/S1438463911001313>
<https://www.jaad.org/article/S0190-9622%2809%2901718-6/fulltext>

Dermatologist Guidance

Dermatologist routine: pre-barrier moisturise → rinse after → moisturise within 3 minutes.



- ✓ MULTI-FUNCTIONAL CARE
- ✓ TESTED PERFORMANCE
- ✓ PROPRIETARY INGREDIENTS
- ✓ MULTI-AWARDS WINNER
- ✓ TRUSTED INTERNATIONALLY

Why stock swim care?

Parents often use standard shampoo or body wash after swimming, but swimmers have specific concerns: chlorine smell, dry-feeling skin, tangled hair and post-swim discomfort.

<https://www.aad.org/public/everyday-care/hair-scalp-care/hair/summer-hair-care>
<https://www.cdc.gov/healthy-swimming/index.html>
<https://www.aad.org/public/diseases/eczema/childhood/triggers/swimming>

ALL PRODUCTS



CLEANSERS

✓ PRODUCTS

✓ SKIN TYPE

✓ KEY ACTIONS

✓ INGREDIENT HIGHLIGHT

✓ SAFETY TESTING By External Accredited Labs

✓ SIZE

✓ NATURAL INGREDIENTS (%)

✓ PH LEVEL

✓ FRAGRANCE

Head To Toe Wash for Delicate Skin (0+ months)

Delicate Skin (0+ months – newborn)

- Gently cleanses
- Protects
- Nourishes

Snow-Milk Complex™ for optimal hydration & protection against hair damage & scalp irritation

Tear-be-gone & Skin Safe Formulation

250ml, 500ml

99%

5.00 - 5.50



Head To Toe Wash for Dry, Sensitive Skin (0+ months)

Dry, Sensitive, Eczema & sweat/heat-prone Skin (0+months - newborn)

- Gently cleanses for dry and eczema-prone skin
- Hydrates & calms
- Protects

With **Colloidal Oatmeal**, Panthenol, Aloe Vera, Calendula, reinforced with **Prebiotic Inulin**, **MBc Herbal Honey™** & **Uvalife® Antioxidant Blend** protection.

Tear-be-gone & Skin Safe Formulation

250ml

95%

5.00 - 5.50



Head To Toe Wash for Delicate Skin (3+ years)

Delicate Skin (for active kids aged 3+ years)

- Gentle cleanses
- Hydrates & soothes
- Protects with boosted microbiome & antioxidant power

ShineOn Blend™ repairs and moisturises with **Glycerin**, **Panthenol & Cucumber**, plus **MBc Herbal Honey™**, prebiotic **Inulin**, and post-biotic **Lactobacillus Ferment** to help support a healthy skin microbiome.

Tear-be-gone & Skin Safe Formulation

250ml

95%

5.00 - 5.50



SwimProtect 2-in-1 Shampoo & Body Wash (2+ Years)

Sensitive, dry skin (after swimming: 2+ years)

- Gentle cleanses
- neutralises chlorine
- Conditions hair and keeps it silky and smooth
- Hydrates

Scientifically formulated to help neutralise chlorine and pool-water odours from hair while simultaneously protecting, nourishing and rehydrating hair, skin and scalp

Tear-be-gone & Skin Safe Formulation

250ml

91%

8.00 - 8.40 (*see [link](#))



Gentle Bottom Wash for Delicate Skin (2+ years)

Delicate, sensitive intimate skin zone

- ✓ Gently cleanses children's delicate bottom/intimate area
- ✓ Microbiome support
- ✓ pH matched to intimate areas
- ✓ Protects

Gentle cleansing with **Sage leaf**, **Aloe vera & Cucumber extracts**. **Panthenol & Allantoin** help reduce dryness, **Uvalife™ Antioxidant Blend** promotes healthy repair & microbiome support, to support a skin-friendly microbiome environment

Tear-be-gone & Skin Safe Formulation

250ml

95%

5.60 - 6.00



All Products

ALL PRODUCTS



MOISTURISES

☑ PRODUCTS

☑ SKIN TYPE

☑ KEY ACTIONS

☑ INGREDIENT HIGHLIGHT

☑ SAFETY TESTING By External Accredited Laboratories & Doctors

☑ SIZE

☑ NATURAL INGREDIENTS (%)

☑ PH LEVEL

☑ FRAGRANCE

Nourishing Lotion

All skin types

- Hydrates
- Nourishes
- Calms

ShineOn Blend™ with **6 nourishing oils** to combat dry skin & support the skin's natural protective barrier

Skin Safe Formulation

250ml

97%

5.00 – 5.50



Massage Oil

Delicate Skin
(0+ months)

- Seals in your baby's natural moisture
- Nourishes, nurtures,
- Soothes with ALL natural oils

SuperNine!™ botanical blend for soothing, nourishing, moisturising, and calming delicate skin
Antioxidants & Omega-class oils to protect the skin

Skin Safe Formulation

200ml

99%

N/A



Hair Oil

All types

- Nourishes,
- Conditions,
- Protects,
- Detangles and keeps hair shiny and smooth

SILKEN-6 COMPLEX helps protect delicate hair from dryness, tangles and environmental exposure

Skin Safe Formulation

200ml

N/A



Skin Recovery Cream

Dry, sensitive,
eczema-prone Skin
(0+ months)

- Hydrates
- Nourishes
- Calms dry and Irritated, eczema-prone skin

ShineOn Plus Blend™ repairs and moisturises, while soothing **Aloe, Vera, Oat extract, Centella & Allantoin** protect & moisturise the skin barrier

Skin Safe Formulation

120g

97%

5.00 – 5.50



Soothing Barrier Lotion

Dry, sensitive,
eczema-prone Skin
(0+ months)

- Strengthens barrier
- Provides long-lasting hydration,
- Soothes & calms sensitive & irritated skin.

Uvalife® Antioxidant Blend shields from environmental stressors. **Glycerin, Sodium PCA & Panthenol** lock in moisture. **Allantoin, Aloe, Panthenol & cucumber** calm irritation. **Niacinamide & Shea butter** reinforce & shield the skin moisture barrier.

Skin Safe Formulation

200g

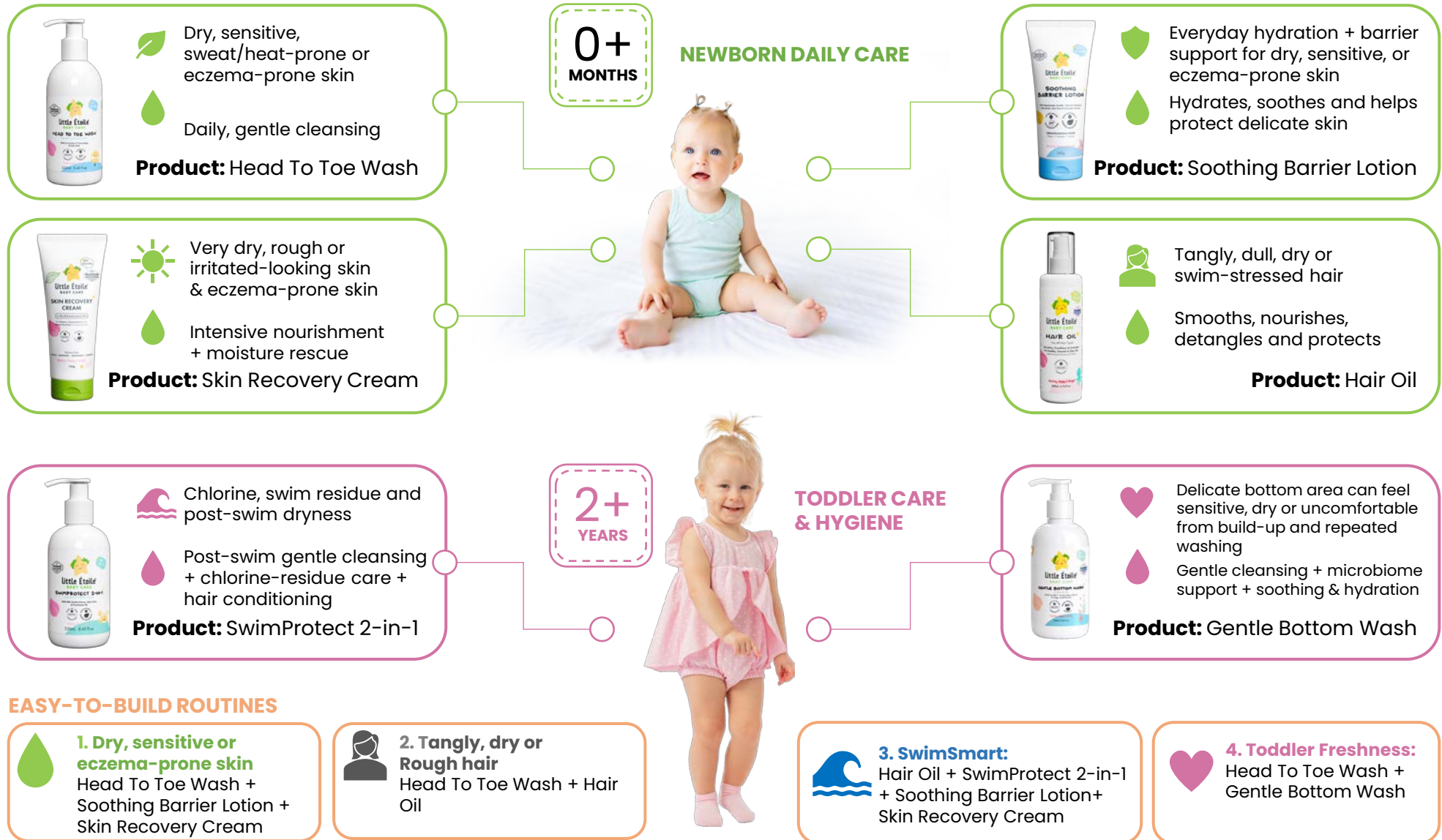
97%

5.00 – 5.50



A COMPLETE CARE SYSTEM FOR SENSITIVE LITTLE SKIN

Six targeted solutions for dry, sensitive, eczema-prone and swim-exposed skin — from newborn daily care to toddler swim, hair and hygiene routines.





Product range

0+
months



3+
years



2+
years



max biocare
group



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