



Made for Mums. Backed by Science.

TRADE PRODUCT CATALOGUE

Maternal skincare for pregnancy, postpartum and breastfeeding.
May 2026

A Product of Max Biocare
Since **2000**

❖ HYDRATION &
ANTIOXIDANT
PERFORMANCE



INGREDIENTS' SAFETY
SCREENED WITH MUM
& BABY CONTACT IN
MIND



SCIENCE-DRIVEN MATERNAL SKINCARE
WITH PHARMACEUTICAL HERITAGE



“Maternal skincare requires products that are more than just natural or gentle — it requires precision.”

Dr George Thouas, Head of Research & Innovation, Max Biocare

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This catalogue presents Little Étoile Mothers’ Care through three layers of confidence: products made for changing mum skin, backed by performance evidence, and screened with mum + baby contact in mind.

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Why Changing Mum Skin Needs Specialist Care

Maternal skincare is not standard cosmetic beauty. It is pregnancy- and breastfeeding-appropriate skincare designed to support a unique physiological life stage with heightened safety considerations.

*Pregnancy alters skin permeability and reactivity. Cumulative exposure, frequency of use and infant contact introduce risk pathways not addressed by standard cosmetic testing — necessitating **screening beyond conventional cosmetic compliance.***

Changing Skin - Maternal skin is physiologically different

- Accelerated aging: a study found that from early to late pregnancy a mother’s **biological (epigenetic) age** increases by about two years^[1].
- Hormonal shifts alter **skin hydration, barrier integrity, sensitivity, pigmentation pathways and healing capacity**. Common concerns include dryness, irritation, acne, eczema and melasma.
- Postpartum recovery and breastfeeding place further stress on skin resilience, with **stretch marks, barrier weakness and nipple sensitivity** frequently reported.

Long-term wellbeing care, not a short-term cosmetic concern:

- These changes often persist across pregnancy and lactation — commonly **18–24 months**.
- Affects maternal confidence and wellbeing. Around 75% of pregnant women with stretch marks felt embarrassment or stress. Many reported stretch marks caused distress similar to acne or eczema. With perinatal depression and anxiety affecting roughly 1 in 7 women, negative body feelings can add to emotional strain.

Providing safe, maternal-appropriate skincare is not a short-term beauty need — it is part of long-duration care that helps support mums’ comfort, confidence and wellbeing throughout pregnancy, postpartum and breastfeeding.

Skincare choices affect two

Skincare becomes a **maternal–infant exposure consideration**:

- Systemic absorption and ingredient transfer: Some ingredients may present maternal–infant exposure considerations through absorption, transfer or close skin contact.
- Inhalation and ingestion risks: sprays or balms may pose risk if breathed in or swallowed.

The impacts can be on both mothers and babies:

Issues	Health consequences	Who does it affect?
Hormonal, developmental, and reproductive toxicity	May disrupt hormones, fertility, pregnancy maintenance, or fetal development.	Both mums and babies, especially fetus
Allergens, irritants, and skin contact transfer	May trigger rashes, irritation, or allergic reactions, and transfer through close skin contact.	Both mums and babies
Potentially toxic impurities and contaminants	Hidden or trace chemicals may affect development or trigger immune reactions, if absorbed	Fetus or infant

Why standard skincare benchmarks are not enough

Cosmetic ingredients avoidance during pregnancy reflects uncertainty – requiring comprehensive safety assessments

- “Natural”, “clean”, or “dermatologist-tested” ≠ pregnancy-appropriate
- Cosmetics are **not routinely assessed** for pregnancy or breastfeeding use
- Safety responsibility shifts to **formulators, healthcare professionals and retailers**.

ABOUT US

**SCIENCE-DRIVEN
MATERNAL SKINCARE WITH
PHARMACEUTICAL HERITAGE.**

Developed by Max Biocare, a bioscience and healthcare company established since 2000, Little Étoile Mothers' Care is a **precision maternal** skincare range created for the **unique physiological needs** of women during and after pregnancy, childbirth and breastfeeding



The Little Étoile Mothers' Care Difference

Most skincare is made for women in general. Little Étoile Mothers' Care is made specifically for the changing skin needs of pregnancy, postpartum and breastfeeding — with safety-screened ingredients and formulations developed to rigorous quality standards.

Safety-screened with two in mind

Every formula is curated with ingredient screening that considers pregnancy and breastfeeding use, including toxicology, impurities, irritancy, absorption, and real-life exposure such as ingestion risk or heightened skin sensitivity.

Built for changing maternal skin

Formulated for pregnancy, postpartum and breastfeeding skin changes — including dryness, sensitivity, dullness, uneven tone, loss of bounce, stretch-prone skin, intimate discomfort and nursing skin dryness.

Backed by Australian Bioscience

Developed by Max Biocare, an Australian bioscience and healthcare company established in 2000, our formulation is supported by our proprietary MBc360, a full circle Development and Quality System, Australian research capability, proprietary actives and GMP / ISO 22716 manufacturing standards in Victoria, Australia.

Backed by performance evidence

Products are supported by measurable performance profiles, including hydration results, antioxidant resilience, pH balance, sensitive-skin testing and ongoing consumer feedbacks, extra testing. **100% of product are dermatologically tested on sensitive skin.**

OUR RANGE

Comprehensive maternal skincare

Pregnancy — Precision care for the evolving needs of pregnancy:

- **Face:** dryness, sensitivity, redness, uneven tone
- **Body:** stretch-prone skin, swelling and hydration
- **Intimate care:** cleansing, comfort and skin soothing

After Birth — Focused care for recovery:

- **Face:** postnatal dryness, dullness and skin rebalancing
- **Breast:** nipple, areola and breast skin comfort
- **Body:** dry, tight and stretch-prone skin
- **Intimate care:** external intimate comfort, hygiene and freshness



Changing Mum Skin Concerns & Little Étoile Support

Little Étoile Mothers' Care is mapped to the real skin changes mums experience across pregnancy, postpartum and breastfeeding — with each product designed to support a specific skin function such as hydration, barrier comfort, tone, elasticity, pH balance or nursing skin comfort.

WHEN	SKIN ISSUES	AREAS	PREVALENCE & EVIDENCE	CAUSAL FACTORS	IMPACTS	LITTLE ÉTOILE SUPPORTIVE CARE
Pregnancy	Pregnancy-related ACNE	FACE	Up to 43% PMID: 36447117	Over production of sebum due transitional hormone changes, poor skin management	Scarring, emotional stress	Smooth Defence Serum; Radiant Clarity Serum
Pregnancy Postpartum	EARLY SIGNS OF AGEING during late pregnancy and post-partum	FACE	Up to 75% PMID: 37086720 PMID: 28613614	Hormonal changes, sleep deprivation, stress, dehydration, oxidative damage, nutrient deficits	Permanent collagen loss; Reduced skin resilience; Earlier onset of chronological ageing features	Smooth Defence Serum; Hydra-Lock Serum
Pregnancy Postpartum	Chloasma / melasma / HYPERPIGMENTATION	FACE	70-90% PMID: 29234716	Hormonal changes, over production of estrogen and melanocyte stimulating factor, sun exposure	Scarring, uneven skin tone, recurrence, reactivity to sunlight	Radiant Clarity Serum
Pregnancy Postpartum	DRY SKIN / ECZEMA (Atopic dermatitis)	FACE	30-50% PMID: 17641349	Genetic, immune system reactivity, allergy	Swelling, Chronic persistence, recurrence, future allergies may affect newborn	Hydra-Lock Serum; Smooth Defence Serum; Calm & Shield Serum
Pregnancy Postpartum	STRETCH MARKS (Striae gravidarum)	BODY	Up to 90% PMID: 17240237	Skin dryness, expansion and physical tension during weight gain and swelling; fluid retention	Scarring, emotional stress	Stretch Mark Cream
Pregnancy Postpartum	BACTERIAL INFECTIONS	BODY	12-49% PMID: 37611538	Poor hygiene, poor wound management (e.g. bacterial vaginosis)	Secondary infections, slower healing rates, lack of odour control, redness, irritation	Everyday Feminine Wash, Soothing Perineal Spray
Pregnancy Postpartum	Pregnancy & post-partum HIVES & SKIN FLARE-UPS (urticaria)	FACE & BODY	~1-17%* PMID: 35873599 PMID: 11305379	Transitional Hormone changes, immune system reactivity within the skin	Tissue Swelling, Local dryness/irritation/redness, body involvement	Smooth Defence Serum (face & neck); Gentle Nipple Balm
Postpartum	LOOSE SKIN & CONNECTIVE TISSUE	BODY	Up to 70% PMID: 36324105	Recovery from weight gain, C-section, physical inactivity	Emotional stress (body image); weight control challenges	Stretch Mark Cream; Perineal Spray
Postpartum	WOUND CARE	BODY	10-100% PMID: 29278232	Surgical wounds (e.g. episiotomy), tissue trauma	Scarring, slow to repair, re-injury, infections	Perineal Spray; Everyday Feminine Wash; Stretch Mark Cream; Gentle Nipple Balm
Postpartum	NIPPLE DISCOMFORT	NURSING AREA	Up to 32% PMID: 27496088	Abrasion of skin surface during feeding, irritation, inflammation, and skin rupture	Swelling, fissures, secondary infections, pain, difficulty with breastfeeding	Gentle Nipple Balm

References: visit <https://pubmed.ncbi.nlm.nih.gov/> and enter PMID for further reading

*<https://ppcareusa.com/2025/10/20/postpartum-urticaria-skin-changes/> & <https://www.ncbi.nlm.nih.gov/books/NBK539700/>

A COMPLETE SYSTEM FOR MATERNAL SKIN'S CHANGING NEEDS

Each product targets a specific maternal skin need, supported by performance evidence and screened with mum + baby contact in mind.



Tone, glow and texture support

153%¹ moisture increase
+ 81.14%² antioxidant power

Product: Radiant Clarity Serum

Glycolic Acid, Lactic Acid,
Tetrahydrodiferuloylmethane,
Sodium Hyaluronate,
Panthenol, Bisabolol,
Uvalife® antioxidant blend

Early fine lines, tired-looking skin, loss of bounce, uneven texture, skin stress

181%¹ moisture increase
+ 82.13%² antioxidant power

Product: Smooth Defence Serum

Niacinamide, Bakuchiol,
Palmitoyl Tripeptide-5,
Sodium Hyaluronate,
Panthenol, Rambutan Leaf
Extract



Nipple, areola and breast skin comfort
100% naturally derived
+ no added fragrance or preservatives
Product: Gentle Nipple Balm

Lanolin,
Shea/Mango/Cocoa
Butters, Calendula,
Aloe Vera, Vitamin E,
Plant oils



Dry, tight, dehydrated, dull or sensitive-feeling skin
157%¹ moisture increase
+ 4.5/5 rated by Bounty parents
Product: Hydra-Lock Serum

Niacinamide, Sodium
Hyaluronate, Panthenol,
Betaine, Herbal Honey,
Uvalife®, Allantoin



Calm and protect delicate skin
168%¹ moisture increase
+ 82.17%² antioxidant power
Product: Calm & Shield Serum

Niacinamide, Panthenol,
Oat Kernel Meal, Aloe
Vera, Calendula,
Resveratrol, Uvalife®



External intimate comfort and pH balance - pH ~4.5
134%¹ moisture increase
+ 77.2%³ antioxidant power
Product: Everyday Feminine Wash

Lactobacillus
Ferment, Lactic Acid,
Inulin, Aloe Vera,
Calendula, Centella,
Betaine



Deep hydration and barrier comfort
+ 172%¹ moisture increase +
Product: Stretch Mark Cream

Centella Asiatica Actives,
Bakuchiol, Niacinamide,
Cocoa Butter, Rosehip Oil,
Chia Seed Oil



Made for changing mum's skin | Backed by performance evidence | Dermatologically tested on sensitive skin | Screened with mum + baby contact in mind

References

1. Dermocosmetic study, 2025.
2. Analytical chemistry study, 2025
3. Analytical chemistry study, 2026

Radiant Clarity Serum

Glow, Tone & Texture Support for Changing Mum Skin

- ❖ Clarifies skin tone
- ❖ Refines uneven skin texture
- ❖ Reveals radiance



Radiant Clarity Serum is formulated for pregnancy and postpartum skin experiencing hormonal dullness, uneven-looking tone, rough texture and melasma-prone appearance. Gentle AHA resurfacing supports visible radiance and smoother texture, while hydration and antioxidant resilience help comfort and support stressed mum skin.

BEST FOR MUMS EXPERIENCING:

- Hormonal dullness during pregnancy or postpartum
- Uneven-looking tone, including melasma-prone or pregnancy-related pigmentation
- Rough texture or visible build-up from slower skin renewal
- Seeking a retinoid-free and BHA-free brightening option

KEY ACTIONS:

- Gently refines visible build-up without harsh scrubbing
- Helps brighten the look of hormonal dullness and uneven tone
- Smooths rough texture while supporting comfort with panthenol, hyaluronate, and bisabolol
- Supports a clearer-looking glow for pregnancy and postpartum skin

PERFORMANCE EVIDENCE: WHAT IT MEANS FOR MUMS

- **153% increase in skin moisture after 2 minutes:** Helps reduce the feeling of dryness and tightness that can make uneven texture look more noticeable.
- **81.14% antioxidant power:** Supports antioxidant resilience against everyday oxidative stress, helping promote a fresher, healthier-looking glow.
- **Sensitive-skin tested**
- Lightweight, non-sticky texture that absorbs quickly
- Dermatologically tested on sensitive skin

MATERNAL SAFETY-SCREENING:

Screened to avoid ingredients of concern, including:

- Developmental toxins
- Endocrine disruptors
- Naturally derived ingredients with unacceptable impurities
- Nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.

INGREDIENT HIGHLIGHTS

Glycolic Acid (6%) & Lactic Acid (2%) – Gently resurface to smooth uneven texture and refine skin's appearance

Tetrahydrodiferuloylmethane (0.1%) – Helps support an even-looking tone and skin clarity

Fucus Vesiculosus Extract – Helps maintain skin suppleness and a smooth, firm appearance

Sodium Hyaluronate – Provides deep hydration and lasting softness

Panthenol – Locks in moisture and helps comfort the skin

Bisabolol – Helps comfort sensitive-feeling skin and calm visible redness.

Uvalife® – A polyphenol-rich antioxidant blend to help defend against environmental stress.

INGREDIENTS

AQUA, PENTYLENE GLYCOL, GLYCOLIC ACID, SODIUM HYDROXIDE, GLYCERIN, PEG-7 GLYCERYL COCOATE, LACTIC ACID, POLYSORBATE 20, PANTHENOL, DIMETHICONE, GLUCONOLACTONE, TETRAHYDRODIFERULOYLMETHANE, SODIUM HYALURONATE, FUCUS VESICULOSUS EXTRACT, UVALIFE® ANTIOXIDANT BLEND [VITIS VINIFERA (GRAPE) SEED EXTRACT, VITIS VINIFERA (GRAPE) FRUIT EXTRACT, WINE (RED WINE) EXTRACT], BISABOLOL, TOCOPHEROL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, POLYACRYLATE CROSSPOLYMER-6, SODIUM CITRATE, SODIUM BENZOATE, POTASSIUM SORBATE, DISODIUM EDTA, XANTHAN GUM, T-BUTYL ALCOHOL, CITRIC ACID

USAGE: Apply at night to clean, dry skin before moisturiser. Start 2–3 nights per week, then increase gradually if skin is comfortable. Mild tingling may occur. Do not use on irritated or broken skin. Use broad-spectrum SPF during the day.



✔ **81.14%**
Antioxidant Power
boost

✔ **153%**
Increase in skin
moisture

Volume: 30mL
LEMC002



Smooth Defence Serum

Retinoid-Free Resilience Support for Tired, Stressed Mum Skin

- ❖ Softens the look of early fine lines
- ❖ Supports skin resilience
- ❖ Hydrates and calms



Smooth Defence Serum is formulated for pregnancy and postpartum skin that feels less firm, less bouncy, dry, sensitive or visibly stressed. With niacinamide, bakuchiol, peptide and hyaluronate, it supports smoother, firmer-looking, more hydrated skin — without retinoids.

BEST FOR MUMS EXPERIENCING:

- Early fine lines or tired-looking skin during pregnancy or postpartum
- Uneven texture, dullness or visible signs of skin stress
- Skin feeling less firm, resilient or bouncy
- Barrier weakness, dryness or sensitivity linked to hormonal changes
- Seeking a retinoid-free smoothing and resilience-support option

KEY ACTIONS:

- Helps soften the look of early fine lines and uneven texture
- Supports skin resilience through hormonal and everyday stress
- Helps strengthen the moisture barrier and calm visible redness
- Boosts hydration and skin bounce without heaviness
- Supports smoother, firmer-looking skin without retinoids

PERFORMANCE EVIDENCE: WHAT IT MEANS FOR MUMS

- **181% increase in skin moisture after 2 minutes:** Helps skin feel plumper, softer
- **82.13% antioxidant power:** Supports antioxidant resilience against everyday stressors that can contribute to dullness and tired-looking skin.
- **Sensitive-skin tested**
- **Short-term benefits:** hydration, softness and comfort. **With regular use:** supports smoother-looking texture, bounce, barrier comfort and skin resilience.
- Lightweight, non-sticky texture that absorbs quickly

MATERNAL SAFETY-SCREENING:

Screened to avoid ingredients of concern, including:

- Developmental toxins
- Endocrine disruptors
- Naturally derived ingredients with unacceptable impurities
- Nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.

INGREDIENT HIGHLIGHTS

Niacinamide 6% — Helps calm visible redness, support the skin barrier and improve moisture balance

Bakuchiol 0.5% — A gentle, plant-derived retinoid alternative that helps improve the look of tone, texture and firmness

Palmitoyl Tripeptide-5 — A peptide that helps support smoother, firmer-looking skin

Rambutan Leaf Extract — Provides antioxidant support and helps condition stressed skin

Sodium Hyaluronate — Delivers lightweight hydration and lasting softness

Undaria Pinnatifida Extract — Helps support the look of elasticity, suppleness and brightness

Panthenol — Locks in moisture and helps soothe the skin

INGREDIENTS

AQUA, NIACINAMIDE, PENTYLENE GLYCOL, POLYSORBATE 20, PEG-7 GLYCERYL COCOATE, GLYCERIN, DIMETHICONE, GLUCONOLACTONE, BAKUCHIOL, PALMITOYL TRIPEPTIDE-5, SODIUM HYALURONATE, PANTHENOL, NEPHELIUM LAPPACEUM (RAMBUTAN) LEAF EXTRACT, UNDARIA PINNATIFIDA EXTRACT, SODIUM PCA, BISABOLOL, TOCOPHEROL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, MALTODEXTRIN, POLYACRYLATE CROSSPOLYMER-6, SODIUM CITRATE, SODIUM BENZOATE, POTASSIUM SORBATE, DISODIUM EDTA, XANTHAN GUM, T-BUTYL ALCOHOL, CITRIC ACID, SODIUM HYDROXIDE

USAGE: Apply a few drops into the palms of your hands and smooth over clean skin once or twice daily, before moisturiser. Suitable for daytime use. Daily broad-spectrum SPF is recommended as part of a healthy skincare routine.



✓ **82.13%**
Antioxidant power
boost

✓ **181%**
Increase in skin
moisture

Volume: 30mL
LEMC004

Calm & Shield Serum

With Soothing Antioxidant Botanicals

- ❖ Comforts and hydrates
- ❖ Soothes sensitive skin
- ❖ Helps support the skin's natural barrier



A gentle daily serum to calm and protect delicate skin. With Oat Kernel Meal, Aloe Vera, and Calendula to soothe, and Niacinamide and Panthenol to support the skin barrier. Antioxidants including Resveratrol, Ferulic Acid, and Uvalife® help shield skin from everyday stressors.

BEST FOR MUMS EXPERIENCING:

- Dryness and everyday skin discomfort
- Visible mild redness
- Increased skin sensitivity and reactivity

KEY ACTIONS:

- Comforts visible dryness and sensitivity
- Hydrates and helps support daily barrier function
- Helps soothe skin that feels stressed or fragile — ideal for skin experiencing stress or sensitivity due to life stage or environmental changes

PERFORMANCE EVIDENCE: WHAT IT MEANS FOR MUMS

- **168% increase in skin moisture after 2 minutes:** Helps skin feel plumper, softer
- **82.17% antioxidant power:** Supports antioxidant resilience against everyday stressors that can contribute to dullness and tired-looking skin.
- **Sensitive-skin tested**
- **Short-term benefits:** hydration, softness & comfort.
- **With regular use:** supports skin barrier protection and skin resilience.
- Lightweight, non-sticky texture that absorbs quickly

MATERNAL SAFETY-SCREENING:

Screened to avoid ingredients of concern, including:

- Developmental toxins
- Endocrine disruptors
- Naturally derived ingredients with unacceptable impurities
- Nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.

INGREDIENT HIGHLIGHTS

Resveratrol – A powerful antioxidant that helps defend against everyday environmental stressors

Uvalife® – Grape-derived antioxidant blend to support skin resilience from daily oxidative stress

Niacinamide – Helps calm visible redness and supports the skin barrier

Betaine – Provides deep hydration and helps comfort the skin

Panthenol – Delivers moisture, comfort, and supports ba

Oat Kernel Meal – Traditionally used to help comfort and hydrate dry, uncomfortable skin

Calendula Extract – A gentle botanical soother to support stressed, delicate skin

INGREDIENTS

AQUA, NIACINAMIDE, PENTYLENE GLYCOL, GLYCERIN, PANTHENOL, PEG-7 GLYCERYL COCOATE, DIMETHICONE, AVENA SATIVA (OAT) KERNEL MEAL, GLUCONOLACTONE, CENTELLA ASIATICA (GOTU KOLA) EXTRACT, ASIATICOSIDE, MADECASSIC ACID, ASIATIC ACID, POLYGONUM CUSPIDATUM (JAPANESE KNOTWEED) ROOT EXTRACT*, ALOE BARBADENSIS (ALOE VERA) LEAF JUICE POWDER, CALENDULA OFFICINALIS FLOWER EXTRACT, FERULIC ACID, UVALIFE® ANTIOXIDANT BLEND [VITIS VINIFERA (GRAPE) SEED EXTRACT, VITIS VINIFERA (GRAPE) FRUIT EXTRACT, WINE (RED WINE) EXTRACT], ALLANTOIN, BETAINE, SODIUM PCA, GLUCOMANNAN, POLYACRYLATE CROSSPOLYMER-6, SODIUM CITRATE, SODIUM BENZOATE, POTASSIUM SORBATE, DISODIUM EDTA, T-BUTYL ALCOHOL, CITRIC ACID, SODIUM HYDROXIDE

* Source of Resveratrol

USAGE: Apply a few drops into the palms of your hands and gently apply over clean skin morning and night, after cleansing and before moisturising. Daily use of SPF is recommended as part of a healthy skincare routine.



✓ **82.17%**

Antioxidant power boost

✓ **168%**

Increase in skin moisture

Volume: 30mL
LEMC018

Hydra-Lock Serum

Deep Hydration & Barrier Comfort for Pregnancy and Postpartum Skin
With Niacinamide, Hyaluronate, Panthenol & Herbal Honey

- ❖ Hydrates & Softens
- ❖ Supports the moisture barrier
- ❖ Restores healthy-looking glow



Hydra-Lock Serum is formulated for mums experiencing dry, tight, dull, flaky or sensitive-feeling skin during pregnancy and postpartum. It delivers evidence-backed hydration while supporting moisture barrier comfort and a healthier-looking glow.

BEST FOR MUMS EXPERIENCING:

- Dry, tight or dehydrated skin during pregnancy or postpartum
- Dullness or loss of healthy-looking glow
- Visible moisture loss, flakiness or roughness
- Sensitive-prone skin needing daily comfort
- Seeking lightweight hydration without heaviness or greasiness

KEY ACTIONS:

- Deeply hydrates and comforts dry, depleted skin
- Helps support the skin's moisture barrier
- Softens roughness and improves the feel of skin suppleness
- Helps calm visible dryness and sensitivity
- Restores a healthy-looking, radiant glow

PERFORMANCE EVIDENCE: WHAT IT MEANS FOR MUMS

- **157% increase in skin moisture after 2 minutes:** fast hydration support for skin that feels dry, tight or depleted.
- **Sensitive-skin tested**
- **4.5/5 parent-rated by Bounty Parent Australia**
- **Short term benefit:** helps relieve the feeling of tightness and dryness. **With regular use:** helps support barrier comfort, softness, suppleness and healthy-looking skin.
- Lightweight, non-sticky texture that absorbs quickly

MATERNAL SAFETY-SCREENING:

Screened to avoid ingredients of concern, including:

- Developmental toxins
- Endocrine disruptors
- Naturally derived ingredients with unacceptable impurities
- Nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.

INGREDIENT HIGHLIGHTS

Niacinamide 5% — Helps support the skin barrier, improve moisture balance and calm visible dryness

Sodium Hyaluronate — Provides lightweight, fast-absorbing hydration for lasting softness

Panthenol — A provitamin B5 that helps comfort dry skin and support moisture retention

Betaine — Helps replenish hydration and comfort skin that feels tight or stressed
Max Biocare Herbal Honey — An antioxidant-rich ingredient that helps comfort and nurture delicate skin

Uvalife® — A polyphenol-rich antioxidant blend that helps defend skin from everyday environmental stressors

Allantoin — A gentle conditioning ingredient that helps soften and comfort sensitive-prone skin

INGREDIENTS

AQUA, PENTYLENE GLYCOL, NIACINAMIDE, GLYCERIN, PANTHENOL, PEG-7 GLYCERYL COCOATE, DIMETHICONE, GLUCONOLACTONE, SODIUM HYALURONATE, HONEY*, UVALIFE® ANTIOXIDANT BLEND [VITIS VINIFERA (GRAPE) SEED EXTRACT, VITIS VINIFERA (GRAPE) FRUIT EXTRACT, WINE (RED WINE) EXTRACT], ALLANTOIN, BETAINE, SODIUM PCA, GLUCOMANNAN, POLYACRYLATE CROSSPOLYMER-6, SODIUM CITRATE, SODIUM BENZOATE, POTASSIUM SORBATE, DISODIUM EDTA, T-BUTYL ALCOHOL, CITRIC ACID
* Max Biocare Herbal Honey, lovingly harvested from our bees at MBc Research Parks in Gippsland

USAGE: Apply a few drops into the palms of your hands and smooth over clean skin morning and night, before moisturiser. Suitable for daily use. Daily broad-spectrum SPF is recommended as part of a healthy skincare routine.



✓ **157%**
Increase in skin
moisture

Volume: 30mL
LEMC019

Everyday Feminine Wash

pH-Balanced External Intimate Comfort for Pregnancy and Postpartum Skin
With Lactobacillus Ferment, Lactic Acid, Aloe Vera & Soothing Botanicals

- ❖ Gently cleanses
- ❖ Soothes & Comforts
- ❖ Supports Natural pH balance



Everyday Feminine Wash is a pregnancy and postpartum-appropriate intimate wash for mums experiencing dryness, sensitivity, pH-related freshness concerns and delicate-skin discomfort. With pH-balanced, sulphate-free and glycerine-free cleansing, it supports natural balance, everyday freshness and intimate skin comfort.

BEST FOR MUMS EXPERIENCING:

- Intimate dryness or lack of hydration during pregnancy or postpartum
- Everyday discomfort, sensitivity or delicate-skin reactivity
- pH-related freshness and comfort concerns
- Everyday changes in freshness, sweating or odour concern during maternal life stages
- Mums seeking a gentle, sulphate-free and glycerine-free intimate wash

KEY ACTIONS:

- Gently cleanses without disrupting natural pH balance
- Helps refresh and comfort delicate external intimate skin
- Supports everyday moisture and barrier comfort
- Helps soothe the feeling of dryness, tightness or sensitivity
- Supports external intimate freshness during pregnancy and postpartum

PERFORMANCE PROFILES:

- pH-balanced at approximately 4.5 for intimate-area comfort
- Dermatologically tested on sensitive skin
- Formulated without sulphates or glycerine.
- 134% increase in skin moisture content after 2 minutes
- Contains Lactobacillus Ferment, Lactic Acid and Inulin to support natural intimate balance
- Consumer-reported feedback describes improved comfort and a calmer-feeling intimate skin environment with regular use. Individual results may vary.

SAFETY & INTIMATE-CARE SCREENING:

Screened for both maternal-use suitability and intimate-zone compatibility.

- Avoids selected pregnancy and breastfeeding ingredients of concern, including retinoids, selected endocrine disruptors, high-risk impurities and nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.
- Formulated without harsh intimate-care ingredients such as SLS/SLES, glycerine, essential oils, phenols, BHA/BHT and formaldehyde-releasing preservatives pH-balanced and designed for gentle external intimate cleansing during pregnancy, postpartum and everyday use

INGREDIENT HIGHLIGHTS

Mild plant-derived surfactants — Provide gentle cleansing without sulphates.
Lactobacillus Ferment — Helps support the skin's natural intimate balance.
Lactic Acid — Helps maintain pH balance for everyday intimate comfort.
Inulin — A prebiotic ingredient that helps support a balanced skin environment.
Aloe Vera, Calendula & Centella — Gentle botanicals traditionally used to comfort delicate skin, helping soothe the feeling of dryness, friction-related discomfort and sensitivity.
Betaine — Helps replenish moisture and soften skin that feels dry or tight.
Uvalife® & Vitamin E — Antioxidants that help support the skin barrier against daily environmental stressors.

INGREDIENTS: AQUA, COCAMIDOPROPYL BETAINE, CAPRYLYL/CAPRYL GLUCOSIDE, SODIUM COCOYL ISETHIONATE, LAURYL GLUCOSIDE, SORBITOL, LACTOBACILLUS FERMENT, BISABOLOL, TOCOPHEROL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, CENTELLA ASIATICA (GOTU KOLA) EXTRACT, UVALIFE® ANTIOXIDANT BLEND [VITIS VINIFERA (GRAPE) SEED EXTRACT, VITIS VINIFERA (GRAPE) FRUIT EXTRACT, WINE (RED WINE) EXTRACT], CALENDULA OFFICINALIS FLOWER EXTRACT, ALOE BARBADENSIS (ALOE VERA) LEAF JUICE POWDER, GLYCERYL OLEATE, SODIUM CHLORIDE, POLYACRYLATE CROSSPOLYMER-6, SODIUM BENZOATE, PARFUM, COCONUT ACID, BETAINE, POTASSIUM SORBATE, SODIUM CITRATE, DISODIUM EDTA, CITRIC ACID, SODIUM ISETHIONATE, T-BUTYL ALCOHOL, INULIN, MANNITOL, FRUCTOSE, LACTIC ACID, HEXYL CINNAMAL, BENZYL SALICYLATE, HEXAMETHYLINDANOPYRAN, LINALOOL

USAGE: Dispense a small amount into moistened hands, lather and apply gently to external intimate skin zones. Avoid heavy rubbing. Rinse thoroughly with warm water.



✔ **77.2%**
Antioxidant power boost

✔ **134%**
Increase in skin moisture

Volume: 170mL
LEMC001



Scan to view consumer-reported experiences with everyday intimate comfort and sensitive-skin care.
Individual results may vary.
Cosmetic product only.



Stretch Mark Cream

Elasticity, Hydration & Barrier Comfort for Stretch-Prone Mum Skin

- ❖ Softens stretched-feeling skin
- ❖ Supports skin elasticity
- ❖ Nourishes the skin barrier



Stretch Mark Cream is formulated for pregnancy and postpartum body changes, when skin may feel dry, tight, stretched or less supple. With Centella actives, bakuchiol, niacinamide and omega-rich oils, it supports elasticity, barrier comfort and smoother, more supple-looking skin.

BEST FOR MUMS EXPERIENCING:

- Dry, tight or stretched-feeling skin during pregnancy or postpartum
- Stretch-prone areas such as belly, hips, thighs and breasts
- Visible lines, uneven texture or loss of suppleness from skin stretching
- Skin that feels delicate, dry or less resilient during body changes
- Mums seeking a rich, comforting body cream for daily elasticity support

KEY ACTIONS:

- Supports skin elasticity and flexibility
- Helps improve the appearance of visible stretch lines and uneven-looking tone.
- Comforts dry, tight and stretched-feeling skin
- Nourishes with antioxidant and omega-rich lipid support
- Leaves skin feeling softer, smoother and more supple

PERFORMANCE EVIDENCE: WHAT IT MEANS FOR MUMS

- **172% increase in skin moisture after 2 minutes:** Helps dry, tight and stretched-feeling skin feel softer, smoother and more comfortable.
- **Dermatologically tested on sensitive skin**
- **Centella actives + bakuchiol:** Support the look of elasticity, firmness and smoother skin texture.
- **Short term benefits:** comforts dry, tight and stretched-feeling skin. **With regular use:** supports suppleness, elasticity, barrier comfort and the appearance of smoother stretch-prone skin.
- Formulated without almond oil as part of maternal-use ingredient selection

MATERNAL SAFETY-SCREENING:

Screened to avoid ingredients of concern, including:

- Developmental toxins
- Endocrine disruptors
- Naturally derived ingredients with unacceptable impurities
- Nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.

**Almond oil has been reported as associated with the occurrence of preterm birth (Facchinetti et al., Hum Reprod. 2012 Nov;27(11):3161-7. doi: 10.1093/humrep/des303. <https://pubmed.ncbi.nlm.nih.gov/22926840/>)*

INGREDIENT HIGHLIGHTS

Centella Asiatica Actives — Help support skin elasticity and maintain a smooth, supple-looking appearance during periods of stretching.

Bakuchiol — A gentle, plant-derived retinoid alternative that helps improve the look of tone, texture and skin smoothness.

Niacinamide — Helps support barrier function, improve moisture balance and promote a more even-looking skin tone.

Cocoa Butter — A rich emollient that helps soften, cushion and comfort dry, tight-feeling skin.

Rosehip Seed Oil — Omega-rich botanical oil that helps nourish skin and support a smoother, more conditioned appearance.

Chia Seed Oil & Sunflower Seed Oil — Provide fatty acids to help reinforce skin softness, comfort and barrier care.

Allantoin — A gentle conditioning ingredient that helps soothe and comfort dry, delicate-feeling skin.

Uvalife® Antioxidant Blend & Vitamin E — Antioxidants that help support the skin barrier against daily environmental stressors.

INGREDIENTS: AQUA, ISOPROPYL MYRISTATE, GLYCERIN, NIACINAMIDE, CAPRYLIC/CAPRIC TRIGLYCERIDE, CETEARYL ALCOHOL, THEOBROMA CACAO (COCOA) SEED BUTTER, BUTYLENE GLYCOL, DIMETHICONE, CETEARETH-20, CETYL ALCOHOL, GLUCONOLACTONE, ROSA RUBIGINOSA (ROSEHIP) SEED OIL, ALLANTOIN, BAKUCHIOL, CENTELLA ASIATICA (GOTU KOLA) LEAF EXTRACT, CENTELLA ASIATICA (GOTU KOLA) EXTRACT, SALVIA HISPANICA (CHIA) SEED OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, TOCOPHEROL, BOSWELLIA SERRATA (FRANKINCENSE) OIL, MADECASSIC ACID, ASIATICOSIDE, ASIATIC ACID, UVALIFE® ANTIOXIDANT BLEND [VITIS VINIFERA (GRAPE) SEED EXTRACT, VITIS VINIFERA (GRAPE) FRUIT EXTRACT, WINE (RED WINE) EXTRACT], GLYCERYL STEARATE, DISODIUM EDTA, XANTHAN GUM, SODIUM CITRATE, CITRIC ACID, POTASSIUM SORBATE, SODIUM BENZOATE, SODIUM HYDROXIDE, ANETHOLE, LIMONENE, LINALOOL, ALPHA-PINENE

USAGE: Gently massage cream into desired area, twice daily, or as needed. For best results, apply regularly from the early stages of skin stretching.



✓ **172%**
Increase in skin
moisture

Volume: 120mL
LEMC005

Gentle Nipple Balm

Breastfeeding Skin Comfort for Nipple, Areola & Breast Skin

- ❖ Soothes
- ❖ Hydrates
- ❖ Supports breast skin comfort.



Gentle Nipple Balm is formulated for breastfeeding mums experiencing dry, tight, chapped-looking or sensitive-feeling nipple, areola and surrounding breast skin. It cushions, moisturises and protects delicate nursing skin with 100% naturally derived ingredients and no added fragrance or preservatives.

BEST FOR MUMS EXPERIENCING:

- Dryness or tightness from frequent feeding or pumping
- Sensitive-feeling nipple, areola or surrounding breast skin
- Friction discomfort from nursing pads, bras or pumping routines
- Chapped-looking or stressed-feeling skin during breastfeeding or weaning
- Mums seeking a no-added-fragrance, preservative-free balm for daily breast skin comfort

KEY ACTIONS:

- Comforts sensitive-feeling skin
- Deeply moisturises dry, tight skin
- Forms a breathable protective barrier
- Supports skin barrier comfort
- Provides antioxidant support for stressed maternal skin

PERFORMANCE PROFILES:

- 100% naturally derived ingredients
- Dermatologically tested on sensitive skin
- Medical-grade lanolin helps reduce moisture loss and support softness
- Tri-Butter Complex provides rich emollient care for dry, delicate skin
- Calendula and aloe vera help comfort dry, sensitive-feeling skin
- No added fragrance and preservative

MATERNAL SAFETY-SCREENING:

Screened to avoid ingredients and contaminants of concern, including:

- Developmental toxins
 - Endocrine disruptors
 - Naturally derived ingredients with unacceptable impurities
 - Nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.
- This product is also formulated without added fragrance or preservative.

INGREDIENT HIGHLIGHTS

Tri-Butter Complex (Shea, Mango & Cocoa) – Rich, cushiony butters that nourish and comfort

Calendula & Aloe Vera – Gentle botanicals known for their calming, skin-conditioning properties

Medical-Grade Lanolin – Helps retain moisture and soften dry, delicate skin

Avocado, Olive & Sunflower Oils – Plant oils rich in fatty acids to support softness and suppleness

Vitamin E – A natural antioxidant that supports skin barrier comfort

INGREDIENTS

OLEA EUROPAEA (OLIVE) FRUIT OIL, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, PERSEA GRATISSIMA (AVOCADO) OIL, CAPRYLIC/CAPRIC TRIGLYCERIDE, CERA ALBA (BEESWAX), TRIBUTTER BLEND [MANGIFERA INDICA (MANGO) SEED BUTTER, BUTYROSPERMUM PARKII (SHEA) BUTTER, THEOBROMA CACAO (COCOA) SEED BUTTER], LANOLIN, CALENDULA OFFICINALIS FLOWER, ALOE BARBADENSIS (ALOE VERA) LEAF JUICE POWDER, TOCOPHEROL, AQUA

USAGE: With clean hands, apply a small amount of balm to nipples, areola or surrounding dry breast skin as needed. Use after feeding, pumping or cleansing to help maintain comfort. External use only.



Volume: 25g
LEMC023

Soothing Perineal Spray

Gentle care for delicate postpartum skin

- ❖ Calms
- ❖ Soothes
- ❖ Hydrates



Volume: 100mL
LEMC024

Calms, soothes and hydrates the perineal area after birth. This refreshing, water-light spray is made with carefully selected ingredients – including aloe vera, panthenol and hyaluronic acid — to comfort delicate, sensitive skin without the need to touch or rub.

BEST FOR MUMS EXPERIENCING:

- Perineal tenderness or sensitivity after childbirth
- Discomfort from stretching or minor skin stress
- Need for a soothing, no-touch product during postpartum recovery
- Looking for clean, worry-free care for intimate skin

KEY ACTIONS:

- Hydration & skin barrier support
- Calms irritation & redness
- Gently assists with skin renewal
- Protects compromised maternal skin
- Helps with odour control

PERFORMANCE PROFILES:

- Dermatologically tested on sensitive skin
- Suitable for postpartum recovery
- Made with carefully selected, skin-kind ingredients
- Fragrance-free and alcohol-free
- No-touch application for added ease and hygiene

MATERNAL SAFETY-SCREENING:

Screened to avoid ingredients and contaminants of concern, including:

- Endocrine disruptors
- Naturally derived ingredients with unacceptable impurities
- Nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.

This product is also formulated without added fragrance.

INGREDIENT HIGHLIGHTS

Panthenol & Allantoin – Well-known for their ability to calm and condition stressed skin

Aloe Vera & Hyaluronic Acid (VLMW) – Hydrating botanicals that help restore softness and comfort

Zinc Gluconate & Honey – Help maintain a balanced, protected skin environment

Propanediol leaves skin soft and hydrated

INGREDIENTS

AQUA, PROPANEDIOL, PENTYLENE GLYCOL, GLUCONOLACTONE, PANTHENOL, ALLANTOIN, ALOE BARBADENSIS (ALOE VERA) LEAF JUICE POWDER, AVENA SATIVA (OAT) MEAL EXTRACT, HONEY*, SODIUM HYALURONATE, ZINC GLUCONATE, CALCIUM GLUCONATE, SODIUM CITRATE, SODIUM BENZOATE, DISODIUM EDTA, CITRIC ACID, SODIUM HYDROXIDE

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

USAGE: Hold bottle 10–15 cm from the perineal area and spray gently after cleansing, urination, or whenever comfort is needed. Can be used several times daily. No need to rinse. For external use only.

Rejuvenating Magnesium Body Oil

Refreshing & relaxing moisture boost to pause & reset

- ❖ Comforts
- ❖ Moisturizes
- ❖ Calms



Magnesium-powered skin comfort in a calming body ritual – safe, soothing care for pregnancy and beyond. Designed for supporting relaxation and everyday wellbeing through every stage of motherhood.

BEST FOR MUMS EXPERIENCING:

- Dryness and tightness from skin stretching
- Skin discomfort after physical or daily strain
- Skin in need of gentle hydration and barrier support

KEY ACTIONS:

- Deep hydration for dry, stressed skin
- Soothes sensitive, post-partum & hormonal skin
- Supports a healthy skin barrier
- Calms redness & visible irritation
- Refreshes tired face and body skin
- Promotes soft, radiant-looking skin

PERFORMANCE PROFILES:

- Dermatologically tested on sensitive skin
- Developed with pregnancy-safe principles
- Lightweight, fast-drying and non-greasy
- Supports hydration and daily body comfort

MATERNAL SAFETY-SCREENING:

Screened to avoid ingredients and contaminants of concern, including:

- Endocrine disruptors
- Naturally derived ingredients with unacceptable impurities
- Nanomaterials, ingredients with unacceptable absorption profiles such as salicylic acid/BHA ingredients.

This product is also formulated without added fragrance.

INGREDIENT HIGHLIGHTS

Magnesium Chloride & MSM – refreshing, soothing comfort for stressed skin - a key feature in body rituals

Panthenol, Niacinamide – support dry, sensitive skin, to restore barrier functions & skin resilience

Sodium PCA & Betaine – deeply hydrate and protect moisture balance

Aloe vera, Honey & Lavender – calm sensitive skin while supporting comfort, hydration and antioxidant balance

INGREDIENTS

AQUA*, MAGNESIUM CHLORIDE, METHYLSULFONYLMETHANE (MSM), GLYCERIN, NIACINAMIDE, BETAINE, PENTYLENE GLYCOL, POLYSORBATE 20, PANTHENOL, LAVANDULA STOECHAS FLOWER/STEM EXTRACT, PEG-7 GLYCERYL COCOATE, HONEY**, ALOE BARBADENSIS LEAF JUICE POWDER, SODIUM PCA, PEG-12 DIMETHICONE, PHENOXYETHANOL, SODIUM CITRATE, CAPRYLYL GLYCOL, CITRIC ACID, SODIUM HYDROXIDE, ANETHOLE, LIMONENE, LINALOOL

* Aquadene™ Mineral-Rich Water, sourced from our MBc Research Parks in Gippsland

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

USAGE: Spray directly onto skin from 10–15 cm away, focusing on areas like legs, back, or belly. Gently pat in if desired. Use daily or as part of a relaxing body ritual. For external use only.



Volume: 100mL
LEMC026



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