

Little Laugh Baby Skin Care

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Abstract: Skin, the human body's largest organ, provides head-to-toe coverage for your newborn. And pediatric dermatologists agree that the way you care for your baby's skin is important to their health. As the population of India is rising at a fast pace and so are the number of babies increasing. The people are getting more aware of baby skincare products due to education, urbanization, and inclination towards western culture. Now, new mothers use specific baby products rather than traditional products which they used before. They check the specifications of the product and ensure its quality and safety before using them. From washing to bathing, the use of products such as shampoo, oil, soap, powder, lotion, diaper cream, detergents all fall under the baby skincare category. Companies are using effective marketing techniques to increase their market share and fulfill the expectations of the customers. They are using product innovation and new technology development and new marketing methods to promote their product. Retailers are providing the best products to customers with standard quality, hygiene, and safety.

Keywords: BabySkin Care, Customer Expectations, Opportunities, Products, Quality, Safety

I. INTRODUCTION

Little laugh all about baby skin care baby products expanded to include baby shampoos, oils, lotions, and creams. These products are marketed to address the particular daily hygiene needs of infants: mainly the need to clean tender skin without irritating it, to prevent skin irritations caused by moisture, and to treat diaper rash. Baby hygiene products reflect concerns about personal care product safety, as well as the ways medical expertise has been invoked to endorse hygiene and infant care practices and products. Marketing for baby products consistently addresses parents' safety concerns by focusing on a product's gentleness, purity, and general safety. The baby hygiene product industry arose during a time in American history when proper baby care practices were changing. Traditionally, mothers and grandmothers had been the source of authority for proper baby care practices; they developed and passed down baby care techniques and recipes for homemade products. During the mid-nineteenth century, doctors began to replace mothers as the source of authority. Doctors created manuals to educate mothers about what they believed were the most current, scientifically-supported baby care practices and products. Mothers were encouraged to participate in "scientific motherhood"—to seek scientific and medical counsel on how to care for their children. The manual focuses on safe ways to handle and hold a baby, safety measures to be taken against germs and infection, and safe products to use for baby hygiene. The manual states that the instructions "given in this booklet are the same methods preferred by doctors and nurses everywhere." These general instructions are paired with the claim that the little laugh brand is the safest soap for tender baby skin, and suggestions for other ways mothers should use little laugh to care for their babies. The manual exemplifies how the baby product industry increasingly linked product consumption with modern medical opinion and scientific research.

Research on behaviour and aesthetics of your product

What?

No matter what your baby's age is, a perfect baby skincare routine with natural **baby products** can help you maintain the overall skin health of your baby. The Little laughs **baby care products** are natural, dermatologically tested, toxin-free and safe.

When?

Our company is virtually located in Gurgaon, Haryana . we situated in 2022, November.

Why?

Because baby's skin is more delicate and sensitive than an adult's skin. It needs extra care at the time of birth. This is why choosing the **best baby care products** that suit your baby's delicate skin is essential.

How?

Sceinz is a highly concentrated perfume with zero alcohol and methanol that dries the skin. Instead of alcohol we use sandalwood oil which will nourish the skin and prevent all respiratory problems. This ideology is completely based on Ancient Indian Ayurveda.

Challenge

Our main challenge was to develop a fun, cute, and friendly visual identity and packaging that would directly connect with the playful atmosphere of childhood, but at the same time elegant and reliable in order to convey all its excellence to parents.

II. PRINCIPLES OF SKIN CARE OF THE NEWBORN

Certain principles of skin care have to be emphasized such as gentle cleansing, adequate hydration and moisturization of the skin, preventing friction and maceration in body-folds, and protection from irritants and bright sunlight. It is to be remembered that microbial colonization is nil at birth. Coagulase negative staphylococci (*Staphylococcus epidermidis*), the most commonly found microorganism gradually increases over the axillae, groins and scalp. *Staphylococcus aureus* is a contaminant from mother or the nursing staff. It is important to understand the "barrier function of skin" which mainly resides within the stratum corneum layer of the epidermis. It consists of the keratinocytes (constituted by proteins and lipids) embedded in a lipid rich matrix consisting of cholesterol, ceramides and fatty acids. Another class of lipids is also secreted at the surface of the epidermis which when in contact with the environment, interacts with water forming a hydrophilic film which is important for maintaining the moisture content and sensorial attributes of the skin. The lipid fraction of this hydrophilic film can also penetrate in the upper layer of the epidermis merging with the epidermal barrier and also contributing to its functions. This is extremely important when considering what cleanser to apply on the newborn skin. Another important developmental variation of the infant skin is the "acid mantle" or the functional capacity of the skin to form a surface pH of less than 5. There is close association between the skin surface pH and its microbial flora, because an increased skin pH from acidic to neutral can cause a transient increase in the total number of skin bacteria and a shift in the species presentence it is important to maintain this acid mantle on the baby's skin.

SWOT Analysis of Baby Skincare Market

- Increase in birth rate
- Changing consumer trends
- Rise in population
- Cultural barrier
- Family as a reference group
- High capital investment
- Few supplier

III. CONCLUSION

Most consumers buy baby care products once a month or occasionally. A good number of customers also buy baby care products once a week. Only a few of them buy every few months. So it can be said that although it is not a necessary product for some consumers, but most of the consumers in Sweden purchase baby care products regularly. It is further

observed that an almost equal number of customers in Sweden are either brand loyal or not brand loyal customers in case of buying baby care products. A little more than half of the respondents are brand loyal buyers, whereas a little less than half are not brand loyal. Baby care products are not only bought from baby product stores, but parents can also look for their favorite brands online. A mother can visit any baby care website, compare the prices, and pick the right product. A mother also visits Amazon, Walmart, etc., to find the right product and price. In Sweden, most consumers get information to buy baby care products from their family or friends, on the internet, and from TV advertisements. Internet advertising is used by both businesses and brands to promote their products and services. Internet ads involve placing advertisements in online media, including Google, blogs, social media, and on websites and mobile applications. Consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour. This study shows that consumers think getting information from family/friends and the internet is equally essential for them to make buying decisions on baby care products. A lot of consumer bought baby care products online. This raised the popularity of e-commerce. The growth of e-commerce in Sweden is primarily driven by the increasing use of smartphones and tablets and the increasing adoption of cross-border e-commerce through the Internet by Swedish companies. Due to the rise in consumer incomes and evolving payment systems, Swedish people prefer online shopping, which contributes to the growth of the e-commerce market. They buy online because it is easy to buy and can get everything there, reliable, convenient, time-saver, trusted and used before and like, faster, and cheaper. , it is found that online shopping has witnessed significant growth in Sweden over the last few years, as parents find it convenient and are assured of quality and price. Online baby stores also stock a good amount of baby products and offer various items at a reasonable price. The selection is extensive, and there are multiple products to choose from. To stay competitive, internet marketers need to understand the online environment. This can be- achieved by gaining expertise in Internet marketing and establishing yourself as a marketing leader . The study shows that the main products that consumers buy for their baby are baby oil, shampoo and creams, baby bottles, lotions, powder, shower gel and cream, premium diapers, feeders, baby foods, skincare items, body care items, pampers, bath products, stroller, wet wipes, pacifiers, tableware, and accessories and milk. Many brands know that loyal customers are significant to them. Brands that show continuous innovation and uniqueness keeps loyal customers coming back. Most of the customers recommend their brands to their relatives because it is seen that more than eighty percent of the customers said that they would recommend their brand to their friends and relatives. And around half of the customers might change their current brands if they get any good alternative brand. Remember that with loyalty, loyalty does not always mean buying every item every time it is made. By knowing the consumers' buying behavior, marketers can develop different strategies to catch the consumer's attention and make buying easier for them