

FEATURED PRODUCT / BABY ALL-IN-ONE WASH

ONE BOTTLE. A WHOLE BATH ROUTINE.

Hair. Face. Body. One Wash.

Give parents a clear first choice - and give your Baby assortment a simple product story.



3 CLEANSING ROLES

One product for hair, face and body.

FOAM AT THE PUMP

Show the format in a sample demonstration.

370 mL

One featured SKU to begin the conversation.

Buyer positioning based on brand-supplied product roles and formats. Product specifications: PURELU materials.

THREE REASONS TO EXPLORE THE FEATURED PRODUCT

Less juggling. More time together.



01 / ONE PRODUCT TO EXPLAIN

Hair, face and body in one wash. A concise shelf message for a first Baby cleansing purchase.

02 / A FORMAT TO DEMONSTRATE

Pump-dispensed foam makes the product format immediately visible during a buyer sample review.

03 / DETAILS BEHIND THE STORY

The company catalogue describes a pump that keeps the formula from contacting its metal spring.

Source: Songji Labs catalogue, pp. 8 and 11; PURELU actual product and texture photographs.

PROOF POINTS / BABY WASH

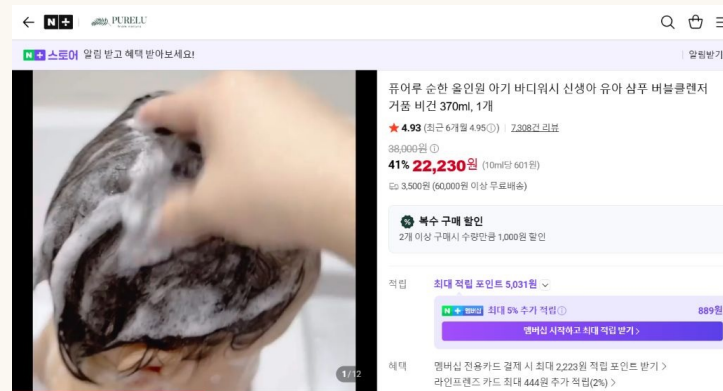
A product story with evidence behind it.



DERMATEST / 17 MARCH 2023

The supplied certificate rates the tested 3-in-1 wash "excellent" for skin tolerability.

30 adults · 24-hour patch application · 0.5% dilution
No relevant skin reactions reported under the test conditions.

KOREAN
PRODUCT LISTING

Baby Wash in the Naver
Brand Store.

Open listing

Source: supplied Dermatest certificate and report, pp. 24, 27 and 38; website Naver capture, 15 September 2026. Historical test results apply to the named tested sample and conditions, not to every user or a later formula.

NEXT STEP / START WITH THE FEATURED PRODUCT

START WITH ONE SKU.

Build the range around a clear first choice.



Baby All-in-One Wash

370 mL

01 / REVIEW A SAMPLE

Assess the pump, foam and 3-in-1 product story.

02 / PLAN YOUR ASSORTMENT

Begin with the featured wash. Consider Lotion, Cream and Soothing Gel as follow-on choices.

03 / DISCUSS THE COMMERCIAL FIT

Review samples, case configuration, pricing and supply terms for your intended channel.

gymd99@gbcprime.com

+1 250 885 1282

Contact GBC Vancouver

Assortment proposal for buyer discussion. Commercial terms and product documentation are reviewed separately.