

FEATURED PRODUCT / KIDS FACIAL CLEANSER

GROWING KIDS. THEIR OWN FACE WASH.

Lacto & Vitamin Kids Facial Cleanser

Give parents a clear next step after Baby care. A dedicated face product makes the choice easy to explain.



AGES 3-12

A clearly defined Kids care audience.

GEL-CREAM TO FOAM

A texture buyers can see and demonstrate.

130 mL

A dedicated facial cleanser in a tube.

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

THREE REASONS TO EXPLORE THE FEATURED PRODUCT

Let the texture make the introduction.



YOGURT-LIKE GEL-CREAM TEXTURE

01 / A CLEAR FACIAL-CARE ROLE

A face wash for children ages 3-12. Position it as a dedicated step within a growing child's routine.

02 / A TANGIBLE PRODUCT DIFFERENCE

Show the gel-cream texture, then demonstrate how it forms foam with water.

03 / A COHERENT KIDS IDENTITY

The Lacto & Vitamin name and orange design connect the facial cleanser to the matching Kids range.

Source: PURELU Kids Facial Cleanser age, texture and lineup materials. No comparative performance claim is implied.

PROOF POINTS / KIDS FACIAL CLEANSER

A product story with evidence behind it.

BRAND-PUBLISHED CERTIFICATION INFORMATION



DERMATEST



COSMOS ORGANIC



VEGAN

Shown by PURELU for the Facial Cleanser. Source badges are retained; certification scope requires the underlying documents.



퓨어루 락토비타민 샴푸 & 바디 & 클렌저 3
종 세트

452,400원

74,200원

71,200원

(회원 상시 추가 3,000원 할인)

[View Facial Cleanser details](#)[KIDS / OFFICIAL SHOP](#)

Source: PURELU Facial Cleanser product image _08 and official-shop capture. Underlying Kids certificates have not been independently checked. The shop shows the Kids range, not proof of sales volume or Canadian availability.

NEXT STEP / START WITH THE FEATURED PRODUCT

START WITH FACE.

Build the range around a clear first choice.



Lacto & Vitamin Kids Facial Cleanser

130 mL

01 / REVIEW A SAMPLE

Assess the gel-cream texture and dedicated face-care story.

02 / PLAN YOUR ASSORTMENT

Begin with the featured Facial Cleanser. Consider the matching Shampoo and Body Wash for a wider Kids offer.

03 / DISCUSS THE COMMERCIAL FIT

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

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Contact GBC Vancouver

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