

MEIYUME'S TURNKEY SOLUTIONS FOR NATURAL BÉBÉ

August 2024



THE VISION



NATURAL BÉBÉ 

Founded by a team of highly specialized doctors who are also parents, Mămmy understands the specific needs of Vietnamese families.

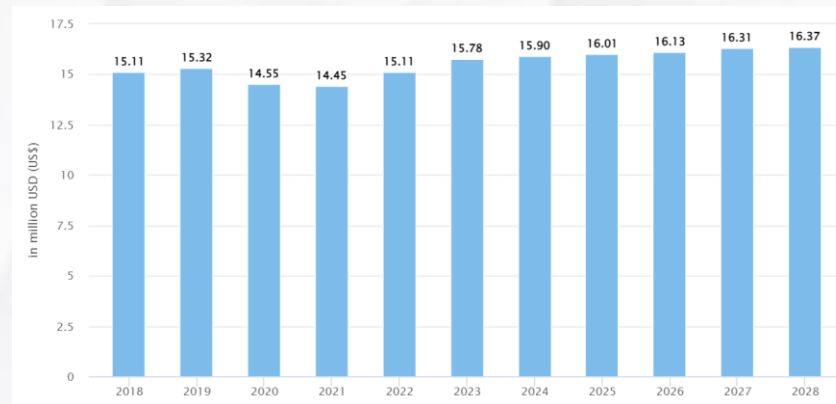
Natural Bébé is the beauty and personal care range under the Mămmy brand, which is dedicated to providing the highest quality care for children.

As a brand committed to beauty excellence, Mămmy chose Meiyume as their trusted supplier. Sharing the same vision of delivering the best for children, they ensure every product meets the high standards parents expect from Mămmy.

THE BACKGROUND

Vietnam's mum and baby skincare market is on the rise, with revenue projected to reach US\$3.47 million in 2024 and US\$4.05 million by 2029.

([Statista](#), 2024)



Since baby skin is thinner, more fragile, and absorbs products more easily than adult skin, it's crucial to choose gentle, high-tolerance skincare. The right products are essential for protecting a baby's health and supporting the proper development of their delicate skin.

([Bioderma](#), n.d)



THE SOLUTION

Leveraging Meiyume's Indonesian manufacturing plant, Mämmymy partnered with us on a turnkey project to produce Natural Bébé's skin and personal care products for newborns. By analyzing market trends, Meiyume localized the formulation with natural ingredients favored by Southeast Asian customers, especially in Vietnam, while complying with strict European and Japanese regulations. This ensures Natural Bébé products are of the highest quality and safe for newborns.

NATURAL BÉBÉ CASE STUDY - MEIYUME 2024



Top-to-toe Baby Shower Gel

This 2-in-1 Baby Hair and Body Wash provides a gentle, tear-free cleanse for your little one's hair and skin. Formulated with mild and safe surfactants, it helps reduce milia and cradle cap without irritating delicate skin. Infused with natural ingredients like chamomile and aloe vera, it soothes and moisturizes, making it perfect for newborns.



Calming Massage Oil

A harmonious blend of five precious oils, including nutmeg seed and olive oils, helps relieve bloating and indigestion, enhancing the baby's belly comfort. Free from synthetic fragrances, this oil's natural scent promotes relaxation, while its warming sensation gently soothes delicate skin and reduces cramps.

CLAIMS:



Cruelty free



Alcohol free



Silicone free



Paraben free



Vegan suitable



D4,5,6 free



Triclosan & Triclocarban free



THE SOLUTION



Fluoride Free Kids Toothpaste

Specially formulated for teething babies and young children aged 6 months and up, it is fluoride-free and safe to swallow, while being gentle on the baby's developing tooth enamel. This toothpaste forms a protective barrier that effectively helps prevent tooth decay.

CLAIMS:



Cruelty free



Alcohol free



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Skin Protection Cream (Mosquito repellent)

The cream provides both insect protection and moisturizing benefits, keeping young ones safe from mosquito-borne viruses common in SEA. A blend of Citronella, Lavender, Nutmeg, and Andiroba oils offers long-lasting protection with anti-inflammatory and antibacterial properties, while also hydrating the skin.

THE FUTURE

Meiyume is excited to continue our partnership with Natural Bébé, producing high-quality, innovative products for babies and children. With manufacturing plants in strategic global locations, we remain agile and responsive to market demands. Committed to beauty excellence for a sustainable future, Meiyume harnesses data-driven insights to innovate and empower beauty brands worldwide.

