



#1 ORGANIC SKIN CARE TRUSTED BY HOSPITALS

So you may be wondering why we updated our name and packaging. There are great reasons behind this new and improved branding decision and we're happy to share them with you!

#1 While we love and are proud of our name (Episencial), it is hard to remember and difficult to spell. But "baby-time" is something as parents we all know and love! Babytime! by Episencial makes it easier for you to be able to remember, share and search for Episencial products – making life just a little bit easier!

#2 We took a step back and thought about what is really important. Those everyday moments between mom and baby matter – they are what make the parenting journey fun, poignant and memorable. They are the stuff of life and we're proud of the fact that, in your hands, our products (like baby washes, lotions, diaper care, sunscreen and natural baby bug repellent) become part of those celebrations.

#3 Ingredients can be challenging to understand. The type is too small to see and the ingredient sources are unclear. We set out to solve this by creating an entirely new style of labeling that makes it 100% clear where our ingredients come from. We are very proud of our actively healthy ingredients. Some are 100% natural, some are 100% USDA organic and some are derived from plants, then altered to make them safer or more pure. We believe you have the right to know exactly what we are using and what the original sources are.

Babytime! by Episencial simplifies choosing effective, natural, safe skincare for your baby so you can focus on the little memories that are made during the most unexpected times. When changing a diaper, giving a bath, massaging baby to sleep or prepping for the outdoors, Babytime! by Episencial is there to help you Enjoy Every Moment!

