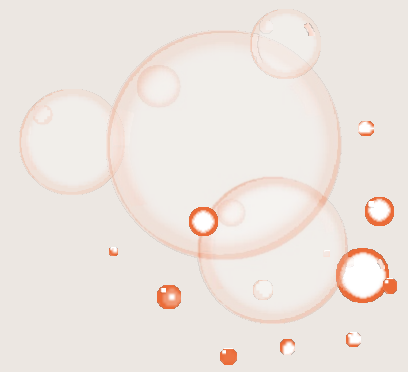




HEALTHY CHILDREN'S HYGIENE



Hello, we are



afeto natural

We at Afeto Natural believe that contributing to a fair and supportive society, respecting animals, and caring for environmental preservation are fundamental pillars on which every company should be built to contribute to sustainability and the future of generations on the planet. With this in mind, every day we face the challenge of using only proven safe ingredients to create healthier and less aggressive formulas for the skin of our children and for the planet."



<https://afetonatural.com.br>

Connect to Transform





The Company

our mission

Our mission is to provide comfort and health for children and families through high-quality infant hygiene products made with safe ingredients.

With a focus on children's well-being, our mission is to provide families with satisfaction, moments of connection, and awareness of global sustainability.

our values

Our values are based on family, health, respect for human beings, respect for animals, healthy childhood, neurodiversity, sustainability, well-being, connection, love, affection, respect and quality.



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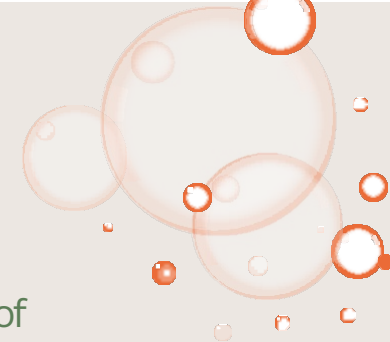
our vision

Our vision is to promote well-being in the lives of thousands of children nationally and globally.

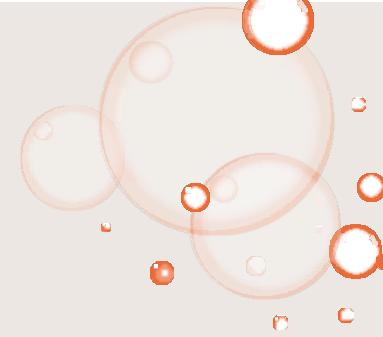
We aim to go beyond national borders and establish Afeto Natural as a typically Brazilian company, committed to promoting health and sustainability and with social responsibility in the global market.

our manifesto

Afeto Natural is truly special, as it is not just a brand of children's hygiene, but a purpose and a mission. We understand that family connection and good habits are fundamental from childhood, and this shows in every product we develop. The gentle, healthy formula, free of harmful substances and heavy metals, is a testament to our commitment to providing the best for children's delicate skin. Afeto Natural is also concerned with the sustainability of our planet. In a world where more and more ecologically conscious solutions are sought, we are dedicated to creating products that are kind to the environment. Combining science, technology and affection.



who are our costumers?



Families. Fathers, Mothers, Grandparents, can have a healthy, sustainable lifestyle

Families looking for products that are as natural and healthy as possible

People conscious about health and quality of natural products

Pregnant couples who are aware of the use of healthy products

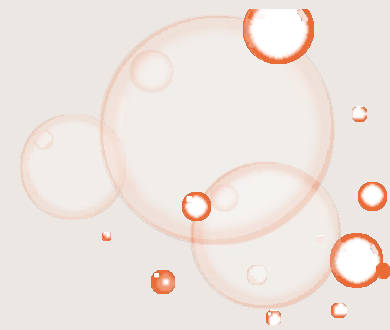
Products for allergic children and sensitive skin

Consumers of vegan products

consumption age range

0 a 12 years





sales channels

Internet

Site | Virtual Store

Subscription Club

Wholesale

Social Media

Children's beauty salons

Pharmacies

Supermarkets

Franchise

Retail

Catalog Sales



Smell of childhood



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WELL – BEING AND HEALTH OF YOUR CHILD

BRAND_WHO I AM

PERSONALITY

ATTRIBUTES

AFFECTION

HEALTH

FAMILY

OPTIMISM

CREATIVE

SUSTAINABLE

VALUES

WE TAKE CARE OF HEALTH

WE BUILD TO CONNECT

WE ACCEPT THE DIFFERENCES

WE TRANSFORM THE MOMENTS

BUSINESS_WHAT I DO

EXPERIENCE

- * We produce safe products designed for children's health
- * We create the best ways to strengthen the bond between baby and children
- * We raise awareness about healthy products
- * We produce for sensitive and allergic skin
- * We turn the routine into light moments

COMMUNICATION_HOW I SPEAK

POSITIONING

We believe that the connection between the family nucleus, good habits and care is important from childhood. We exist to make families aware of the importance of using healthy products for the health and well-being of children and our planet.

Our products, in addition to helping to control allergies, allow you to give new horizons to your child's day-to-day life. The routine can be light and together we can transform each moment into a unique experience.



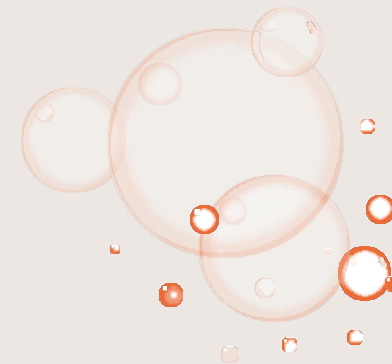
Products

Virtual Catalog

Click on the images and you
be directed to the website.



Vegetable Diaper Rash Prevention Cream AFETO Natural's



Vegetable Diaper Rash Prevention Cream creates a protective layer that moisturizes and nourishes the baby's skin, preventing contact with agents that cause diaper rash. Its formula contains vegetable oils, butters, oats, and vitamin E that deeply care for the child's skin and health. The creamy texture facilitates the easy application and removal of the product.

Learn more

Contains Colloidal Oatmeal, which has high concentrations of beta-glucans, promoting superior hydration compared to other types of oats.

The cream is also a multifunctional product, useful against insect bites, minor burns, in addition to moisturizing and protecting the skin.





Fun Bubbles shampoo

Fun Bubbles Shampoo has been specially developed to gently clean children's hair and scalp while minimizing the possible onset of allergies. With a formula free of harmful ingredients, it prevents irritation and itching in more sensitive skin

Learn more

We have developed a formula that contains only the necessary ingredients to gently clean the baby's hair.





SOFT TOUCH CONDITIONER

Soft Touch Conditioner To complete the bath, the conditioner transforms a simple touch into a welcoming hug. This way, the child's hair will be soft, fragrant, and easy to comb. Its formula, enriched with soybean oil, promotes hydration for the hair and scalp from the first application.

Learn more

Its formula, enriched with soybean oil, promotes hydration for the hair and scalp from the first application.



yellow Flowers soap

With natural ingredients extracted from the yellow flowers of Calendula and Chamomile, Mango Butter and Organic Coconut Oil that provide the product with emollient, nourishing, moisturizing, healing, antiseptic, and soothing properties.

The natural fragrance comes from the essential oils of lavender & sweet orange, providing therapeutic benefits such as a feeling of relaxation and smoothness to the bath, in addition to a pleasant scent.

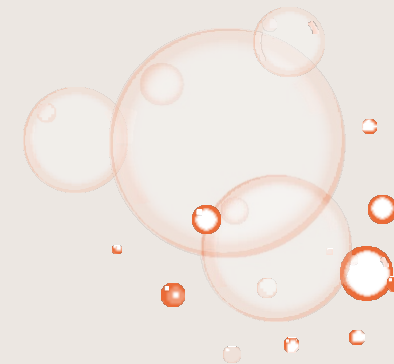
Learn more

With 100% NATURAL active ingredients extracted from the yellow flowers of Calendula and Chamomile, as well as mango butter and organic coconut oil, it hydrates, nourishes, softens, and calms the skin.



PURO AFETO soap

Made with 100% vegetable-based raw materials, with active ingredients from oat (certified by ECOCERT), shea butter, and organic coconut oil that provide the product with emollient, nourishing, moisturizing, healing, anti-irritant, and calming properties



Learn more

FREE OF ESSENTIAL OILS AND FRAGRANCES, THIS PRODUCT IS INDICATED FOR SENSITIVE, DRY, AND IRRITATED SKIN, AND FOR THOSE WHO ARE SENSITIVE TO SMELLS.





Puro Afeto Head-to-Toe Bath Foam

The Puro Afeto Head-to-Toe Bath Foam is a vegan, hypoallergenic, dermatologically tested product developed with natural ingredients. Its foam cleanses the baby's sensitive skin gently and safely without causing any harm. Its formula contains prebiotic active ingredients that strengthen and deeply hydrate the skin, reducing irritation and helping to balance the skin microbiota, restoring its natural barrier, in addition to natural extracts that provide calming, emollient, and anti-inflammatory properties. It contains a preservative approved for use in natural and organic cosmetics and a hypoallergenic fragrance.

Saiba mais

Contains natural active ingredients: Pentavitin; Oat Extract; Aloe Vera Extract; Calendula Extract and Chamomile Extract.



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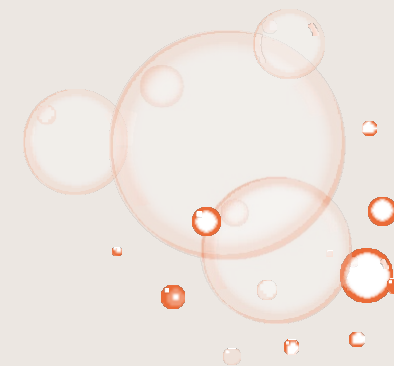


Fun Bubbles shampoo

The Fun Bubbles Shampoo was specially chosen to bring a differentiated, inclusive and informative label about ASD (Autistic Spectrum Disorder). It has been lovingly developed to gently cleanse children's hair and scalp and minimize the potential for allergies. With a formula free of harmful inputs, it prevents irritation and itching in more sensitive skin.

Learn more

Social project: I see you.





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