

Narrator: Today, we're visiting a real Ivory Snow baby, young Christopher Ballard. Mrs. Ballard, how long have you been using Ivory Snow for diapers?

- About two months. You see Chris has red hair and a very sensitive skin, so a friend's baby nurse recommended that I switch to Ivory Snow. Well, I'm very glad that I did. It gets his diapers and everything so much softer than detergents.

Narrator: Yes, Ivory Snow for baby wash with the tender touch. So soft, safe. Prove it with this touch test. Feel a detergent-washed diaper, then the tender touch of an Ivory Snow diaper. Much softer, safer, free from irritating deposits. Ivory Snow's the safest possible washing product for everything that touches baby's tender skin. The only washing product both Ivory safe and granulated for the machine. For baby wash with th tender touch, wonderful Ivory Snow.