

(baby coos)

Narrator: This is a little story about softness and safety.

- Hi baby. (baby cries)

Mother: No sweetheart. My baby. It's over

Narrator: A baby needs cuddling when she cries, needs the safety of your arms. (baby cries) (baby laughs)
She needs soft, safe diapers, too. Diapers washed in Ivory Snow. Nothing in these diapers to hurt her tender skin. Ivory Snow keeps them safe. (kisses)

- Thank you. There's the baby's bottle.

Narrator: Ivory Snow, for the safest diapers possible. The safest. From your baby's point of view.