

Lorraine: This is the most sensitive skin in the world, a baby's skin; so soft, delicate. Because I'm a registered nurse. Mothers often ask me how to protect baby's skin from irritation. One important way is to wash everything baby wears, Soft and safe, and that means Ivory Snow. It's the safest possible soap. Leaves all your baby clothes much softer than detergents can. And safe. Pure, Ivory Snow never leaves irritating deposits. Ivory Snow is recommended by Trimfit company, makers of these adorable Totknit coveralls. Look they stretch to fit all babies. The fabrics non-run. Every Totknit carries the recommendation wash in Ivory Snow. One reason is Trimfit knows Ivory Snow is made specially for softer, safer baby wash. So for everything that touches your baby's skin use Ivory Snow.