

# Nurturing Tomorrow's Skin: Nala's Baby launches in Tesco and teams up with prestigious investors

*Nala's Baby, the skin and hair care for babies & children, announces its expansion across major supermarkets and an array of new investors from the worlds of fashion, sport and music.*

Temps de lecture : minute

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Children are the results of our talent and ambitions.

Each family is like its own society of which parents are the founders, and children the promise of a fruitful dynasty, if not an improvement of what the parents have established.

The same way that raising investment involves time, effort and passion, raising a child takes love, courage, and a lot of care.

Keeping that in mind, we should only provide our little ones, incubators of our hopes, with the same high-end skincare that we require for ourselves. Moisturisers, shampoos, conditioners... We spend countless hours in stores across the country to find the best healthcare products for ourselves.

Following this logic, why should we look past the quality of the products we apply on our children's skin? If our bodies are temples, our children are the altars on which lie our prayers for a better future. This is the reason why they deserve the best products in order for them to grow into

the strong individuals they are meant to be.

*Nala's Baby* didn't just understand the issue, but also solved it. The clean and natural baby skincare is now endorsed by prestigious investors from diverse sectors, as well as major supermarkets in the UK such as Tesco, Morrisons and Ocado.

## A Commitment to Excellence

*Nala's Baby* is indeed now available in Tesco stores nationwide with the launch of the Vanilla Cloud Body Butter. This follows the recent expansion of *Nala's Baby* within major retailers Morrisons and Ocado.

*"This expansion not only demonstrates Nala's Baby exceptional business growth but also our continued commitment to providing families nationwide the best for their little ones." says Sasha Ellese Gilbert, co-founder of Nala's Baby.*

This latest addition combines the best-selling *Nala's Baby* body butter with the popular scent, Vanilla Cloud. *Nala's Baby* moisturising Body Butter is 98% naturally derived and full of vitamins with a buttery blend of shea butter, cocoa and chamomile. The *Nala's Baby* range, including the Vanilla Cloud Body Butter is suitable for newborn babies and upwards.

Not only is the range is dermatologically approved, but also:

- Paediatrician approved
- Cruelty free
- Vegan
- Tear free

- Fully recyclable
- Made in Britain

## P2P: Parents to Parents

Founded by parents Sasha Ellese Gilbert and Casyo 'Krept' Johnson (of rap duo Krept & Konan), they both realised that there was a lack of baby products on the market that were naturally clean and of high quality. With wanting the best for their daughter's hair and skin in mind and finding no suitable products, Nala's Baby was created. Offering a range of products that have been scientifically created to cater to little ones from newborn all the way through to childhood. All products feature between 99 and 97% naturally derived ingredients.

*"Nala's Baby was originally made for Krept's daughter. You know when someone is making something for their own daughter, the love and the time they put into is going to be serious." says rapper and investor Karl Dominic "Konan" Wilson BEM*

Nala's Baby has experienced remarkable growth since its launch, initially available in just 400 Boots stores, the brand has now expanded its presence two-fold with availability across 800 doors with the retailer. The upward trajectory of Nala's Baby's success is expected to soar even higher, with planned expansion to 1500+ Boots stores by March 2024

Alongside the momentous growth of the brand, Nala's Baby announces its noteworthy new investors, including Anthony Joshua, Jourdan Dunn, Yung Filly, Konan, K-Trap, Nafe Smallz and Posty (GRM).

*“When Krept showed me he uses Nala’s Baby himself, daily, I realised that it wasn’t just for babies and saw the huge potential of the brand.”*  
*says Yung Filly, British YouTuber, Musician and investor in Nala’s Baby*

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