

The simple way to soft & smooth feet

Brand & Product Guide



Cruelty Free



Vegan Friendly

Made Exclusively in Japan

Become an Authorised Baby Foot® Retailer

About Baby Foot®

Our Story

The Baby Foot® story began in Japan in 1997. The first formulation of Baby Foot® was launched in Tokyo. It was originally designed as a natural at-home treatment to relieve problems on the feet, including dryness, cracked soles, calluses and accumulated dead skin layers.

As the brand name suggests, Baby Foot® is designed to leave one's feet soft and smooth – just like a baby's foot.

Now an international award-winning range of natural and effective at-home foot care products, Baby Foot® is mess-free and easy to use. Subscribing to the principle of “Kaizen” (the Japanese word meaning “continuous improvement”), Baby Foot® evolved over the next 25 years. It continues to refine its products to be of the highest quality.

The Baby Foot® Brand

With over 22 million units sold across over 50 countries worldwide, Baby Foot®'s market presence for over 25 years has made this a truly distinctive brand.

Baby Foot® is distributed in both Australia and New Zealand by an Aussie-owned and operated family business.

A global award winner voted by both industry and consumers, Baby Foot® contains 17 natural extracts, making it gentle on your feet. It's also cruelty free and vegan friendly. Our latest improved formula provides the most effective results yet, while also moisturising and nourishing your feet and actively fighting foot odour.

How does Baby Foot® work?

Baby Foot® focuses on a simple term which we know as Exfoliation. A fruit acid formulation penetrates the layers of dead skin cells. These dead skin cells are seamlessly activated to peel gently and safely. After the hard work is done, the various natural acids stimulate a flaking effect. This leaves your feet with a fresh layer of skin which is soft, moisturised and nourished.

Why Baby Foot® is simply #1

- Used by millions for over 25 years
- Mess-free and convenient to use at home
- Easy to apply
- 17 natural extracts are gentle on your feet
- Moisturises and nourishes your feet
- Actively fights foot odour
- Proudly cruelty free and vegan friendly

Baby Foot® Results



Before



Within 1 week



After 2 weeks

Who should use Baby Foot®?

Baby Foot® is the perfect solution if you:

- Have unappealing, hard, dry and cracked skin on your feet
- Have rough calluses on the sides of your toes or heels
- Like your feet to feel soft and smooth
- Are time-poor and want a natural and easy to use at-home foot treatment



As featured in:

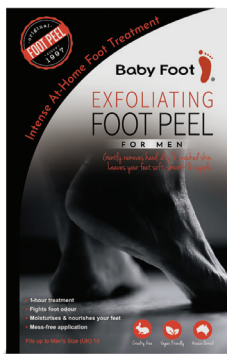
COSMOPOLITAN VOGUE Women'sHealth GLAMOUR allure

Why Baby Foot® will work for you

Continuously refined for over 25 years, our scientifically formulated Exfoliating Foot Peel contains 17 natural fruit and plant extracts, which easily penetrate the skin and break down the dead skin cell layers. Once applied correctly, the unwanted skin will peel away. What you're left with is a new layer of soft and smooth skin – just like a baby's foot.

Baby Foot® Range

Baby Foot® has developed a premium product range designed to complement its Exfoliating Foot Peels, all of which are natural, mess-free and easy to use at home.

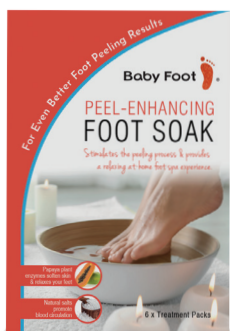


Baby Foot® Exfoliating Foot Peel

Baby Foot® gives you the convenience of spa-quality exfoliation in the comfort of your home. Your feet deserve the nourishment, love and care that this mess-free foot peel provides. This product is friendlier on your skin and the pleasant aroma offers peace of mind that Baby Foot® is made with only the finest natural ingredients.

Why you will love our Exfoliant:

- 1-hour is all it takes
- 3-D contoured booties for easy application
- 17 natural extracts are gentle on your feet
- Moisturises and nourishes your feet
- Actively fights foot odour



Baby Foot® Peel-Enhancing Foot Soak

Just like that, our Foot Soak works hand-in-hand with our Exfoliating Foot Peel to instantly stimulate and enhance the peeling process, providing even better peeling results. All this is done effortlessly while you're relaxing at home.

Why it's a must-have:

- Papaya plant enzymes soften your skin & relax your feet
- Natural salts promote blood circulation
- Two scent options from Japan's hot springs help tired feet unwind
- Convenient to use at home



Baby Foot® Hydrating Foot Mask

All it takes is 15 minutes to return the natural moisture to your feet with our Hydrating Foot Mask. This intensive hydrating treatment is ideally used after the peeling process from our Baby Foot® Exfoliant treatment has been completed, or any time in between treatments.

Why you'll fall head-over-heels for it:

- Intense 15-minute treatment
- Hydrates & refreshes your feet
- Contoured booties for easy application
- 14 natural extracts are gentle on your feet
- Moisturises & nourishes your feet
- Mess-free and easy to use



Baby Foot® Extra Rich Moisturising Foot Cream

Made with gentle flower extracts to soothe irritations, our Foot Cream contains Shea Butter which softens your skin and releases Vitamin E for an anti-ageing effect. Baby Foot® Extra Rich Moisturising Foot Cream works best as a daily after-treatment, keeping your feet softer and smoother for longer.



Baby Foot® Room Socks

Top Tip: Wear your Baby Foot® Room Socks over the Baby Foot® booties for best results when doing your foot treatments.

Taking care of your feet, one step at a time

Becoming a Baby Foot® Stockist



Benefits

- Wholesale pricing - providing you with generous profit margins
- Product training and premium service, with a dedicated account manager
- Limited edition product offers and stockist specials
- Online Order Management System - giving you a quick, convenient way to manage your Baby Foot® stock and orders
- Printed marketing material and digital brand assets - enabling you to easily promote Baby Foot® to your customers
- Complimentary stockist listing on the official Baby Foot® Australia | New Zealand website - driving foot traffic to your points of presence
- Brand building initiatives from the Baby Foot® Australia | New Zealand team - across social media, digital marketing, offline promotions and sponsorships
- Telephonic support - via our dedicated call centre (open seven days a week)

We'd love to Chat

If you believe your business aligns with the Baby Foot® brand, we would love to chat with you. Email us at info@babyfoot.com.au so we can discuss further details on becoming an authorised Baby Foot® stockist and answer any questions you may have.

Say Goodbye to Dry, Hard, Cracked Feet



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[Babyfoot.com.au](https://www.babyfoot.com.au)



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