

Headline: Mitu Baby and IDI provide education on the importance of baby's skin health

Description: Godrej Indonesia, producer of Mitu Baby, and the Indonesian Doctors Association (IDI) provide education on baby skin health and care to support babies' growth and development.

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(left to right) – PT GCPI HR Director Cicin Winedar, PB IDI Secretary General dr. Ulul Albab, Sp.OG, and PT GCPI Marketing Director Abhinav Dwivedi (ANTARA/H.O Godrej Consumer Products Indonesia).

Godrej Consumer Products Indonesia, as the producer of Mitu Baby, together with Indonesian Doctors Association (IDI) provide education on the importance of baby skin's health and care to support babies' growth and development.

The Indonesian Doctors Association (IDI) Secretary General, Dr. Ulul Albab, Sp.OG, said that Godrej Consumer Products Indonesia has given its support to IDI's program called Promotive Preventive Program (IP3) by supporting the implementation of a Hospital Program, which involves 250 hospitals from various regions across Indonesia.

"On this occasion, Godrej Consumer Products Indonesia has also become the supporter of our IDI Promotive Preventive Program (IP3). The program is built on four pillars, including the Hospital Program, which has been launched in collaboration with 250 hospitals in Banten and West Java," Dr. Ulul wrote in a press statement released on Wednesday.

Meanwhile, PT Godrej Consumer Products Indonesia Marketing Director, Abhinav Dwivedi is delighted to be able to support the IDI IP3 Program, particularly the Hospital Program at various hospitals in Indonesia. He added that Mitu Baby will always support babies' health and development through its various products.

Based on a study by Indonesian Pediatric Association or IDAI, there is a lack of knowledge among parents in Indonesia on how to properly maintain baby hygiene. As a result, 35% of babies in Indonesia experience diaper rash, which is uncomfortable for babies.

Pediatrician, dr. Otty Mitha Sevianti, Sp.A, MARS, said there are several factors that can support the optimal growth and development of babies, including a nutritious diet, parental affection, and maintaining personal and environmental hygiene.

"Neglecting cleanliness can lead to an increased risk of infectious diseases such as scabies, diarrhea, typhoid, hepatitis A, parasitic infections, and oral and dental issues," Otty said.

Meanwhile, dermatologist dr. Diah Puspitosari, Sp.KK, FINSDV stressed the importance of always maintaining and ensuring children's cleanliness when doing activities in many types of environment. However, she said skin that is too clean will increase its sensitivity and makes the skin unable to recognize bad germs and cannot form antibodies for allergies.

To keep children's skin healthy, here are some tips for choosing products for baby skin. First, choose products that is specifically formulated for babies, especially if babies often experience irritation reactions such as skin rashes and itching. Second, choose skincare products that do not contain fragrances and dyes, and are free from parabens (a type of preservative) and phthalates (softeners), which have a risk of causing allergies and developmental disorders.

Third, choose products made from natural ingredients that tend to be safer, comfortable, and minimize the risk of allergies. Fourth, use products that contain moisturizers such as wet wipes containing chamomile extract and Vitamin E to help reduce diaper rash. (Fitra Ashari/ Siti Zulaikha)