

Created
by moms
and dads



ESTEL





**IT'S ABOUT US
AND OUR CHILDREN**

**EACH CHILD RESEMBLES
THEIR MOM, DAD, GRANDMA
AND GRANDPA, BEING,
HOWEVER, A UNIQUE
PERSONALITY.**

**WHAT WISE IDEAS CHILDREN
CAN SHARE SOMETIMES!
HOW PURE AND BRIGHT THE
WORLD LOOKS THROUGH
THEIR EYES!**

**HOW READILY THEY NOTICE
MAGIC IN THE MOST
COMMON THINGS!**

Looking at our children, we remember how we were little, we see “small copies” of ourselves, but we understand that every one of them is unique. Each child is a miracle. Happiness. A new life.

We, adults, warm our little ones with love and affection. Set an example. Teach them to tell right from wrong and make the world a better place. And in return, our kids make us a little kinder, wiser, and better.

FAMILY JOYS = FAMILY VALUES

**THE MOST PRECIOUS GIFT A PARENT CAN GIVE
THEIR CHILD IS TIME SPENT TOGETHER.
DAY BY DAY, A KID LEARNS TO BE SELF-
SUFFICIENT, BUT AT THE SAME TIME NEEDS OUR
ATTENTION AND JOINT LEISURE ACTIVITIES.**

The LITTLE ME Collection helps parents with all of this. With creating happy moments. With showing affection and feeling it in return. With adding warmth to every word and action.

On this way, a magical assistant, baby lion Leva, will accompany the child to help them understand the basics of personal care easier and in a more enjoyable way. It will become a reliable friend and prompter, turning a daily routine into a fascinating game.

*Hi, I am a baby lion. My name is Leva.
Let us set off on a journey to the
exciting world of little me.
What awaits us on our way?
Surprises, new knowledge, and magic!
We will learn many interesting things,
rouse our imagination, and find
ourselves in a real fairy tale.*





TO SEE
THE MOST
RADIANT SMILE
MORE OFTEN

bio-[®]
ecolia

Registered trademark
of Solabia

LITTLE ME IS A CARE COSMETIC LINE FOR THE “LITTLE ME”. THESE GENTLE AND EFFECTIVE PRODUCTS ARE DESIGNED WITH ALL THE UNIQUE NEEDS OF KIDS’ HAIR AND DELICATE SKIN IN MIND.

The LITTLE ME product formulas contain the BioEcolia®* oligosaccharide, which has a prebiotic effect and boosts the natural protection of the child’s hair and skin.

The LITTLE ME Collection is made especially for kids!

So that they can grow up healthy and happy.

And so that they can face each day with a smile.

*BioEcolia® is a registered trademark of Solabia.

little
ME
ESTEL

Hmm,
there is a whole
bunch of stuff here!
Eight... Ten...
Please help
me count!

DESIGNED
TO BRING
MUCH
JOY!



A PERFECT FIT!



THE LITTLE ME COLLECTION WILL DELIGHT YOU AND YOUR CHILD WITH AS MANY AS 19 PRODUCTS! DELICATE SHAMPOOS AND BALMS, SOFT GELS AND FOAMS, FRAGRANT TOOTHPASTES AND PROTECTIVE CREAMS – THE SERIES OFFERS EVERYTHING TO MEET A CHILD’S NEEDS 24/7.

Our collection for kids is well-balanced and intuitive. LITTLE ME is ideal as your child’s first cosmetics, with a crucial mission to build the culture of personal care.

MAKE NEW DISCOVERIES WITH A CURIOUS BABY LION

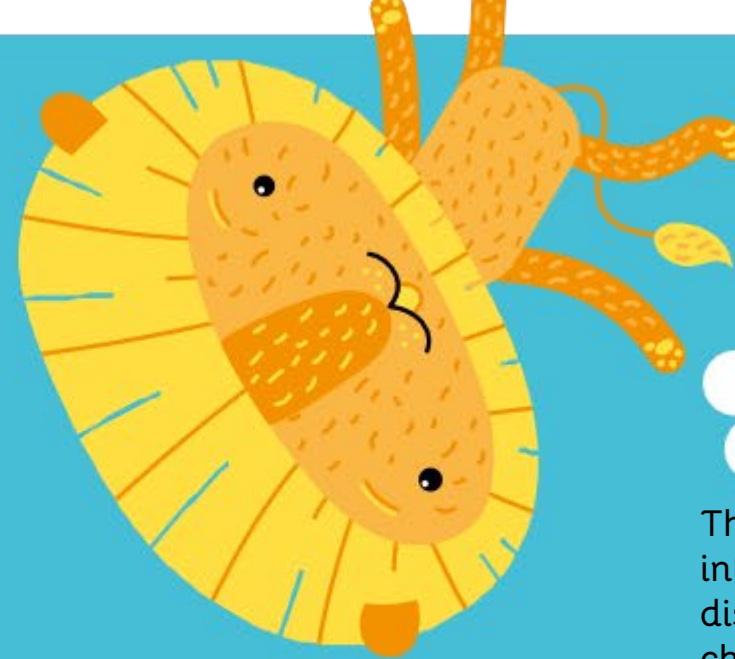
THE LITTLE ME COLLECTION IS MEANT TO SURPRISE, INSPIRE TO DISCOVER THE WORLD, AND CREATE A FEELING OF VERSATILITY.

Modern formulas are 100% safe for children and enhanced with interesting solutions and essential details.



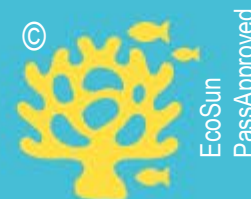
The bath foam changes its color. It turns from orange to teal: isn't that magic? Kids need miracles, even the smallest ones, to stay open and responsive to the world.

keep believing in miracles



This foam designed for girls turns into a flower. When you press the dispenser, a fluffy foamy chamomile is coming out on your palm to make bath time more exciting and enjoyable.

get surprised and be happy



The sunscreen cream does not affect aquatic flora and fauna. Marine biologists noticed that some UV-filter products, when getting into the water, may have a negative impact on coral reefs and other marine habitats. Using environmentally safe products, your kid learns to be responsible.

take care of nature



LET OUR
CHILDREN
GROW UP
AS IF IN A
FAIRY TALE!

Little
ME
ESTEL



WHOOSH! FOR BOTH THIN AND HEAVY HAIR



D-Panthenol and Bisabolol keep the hair from tangling when washed, make it manageable and silky, and ensure easy combing

ESTEL LITTLE ME EASY COMBING KIDS' SHAMPOO

Gently cleanses, ensures easy combing, and protects the hair and scalp.

*no more mess on
the head*

ESTEL LITTLE ME EASY COMBING KIDS' HAIR BALM

Provides easy combing, softness and gloss, gently caring for the most unruly, thin, and curly hair.



Gentle creamy texture for a pleasant feel

D-Panthenol ensures hair manageability during and after washing

Wheat and silk proteins discipline, soften the hair, and provide healthy shine

Sweet almond oil leaves the hair revitalized and glossy

*easy for me
and the comb*



ESTEL LITTLE ME KIDS' HAIR CONDITIONER AND SHAMPOO 2 IN 1

Gently cleanses and conditions the hair, preventing tangling and end splitting. Controls static, facilitates combing, smooths the hair, and adds softness and gloss. Promotes natural protection of the hair and scalp.



Inulin and BioEcolia® complex acts as a prebiotic, promotes the hair's and scalp's natural protection, and helps prevent tangling and damage

Peach oil improves hair softness and manageability, and adds natural gloss

Silk proteins and D-Panthenol gently nurture kids' hair, facilitate combing, prevent end splitting, and add a silky feel

All the ingredients combined create an ideal formula for curly hair

true superhero for the hair always ready to help

bio-ecolia®
Registered trademark of Solabia

* BioEcolia® is a registered trademark of Solabia.

Wheat proteins facilitate combing, making the hair smooth, soft, and silky

Sweet almond oil leaves the hair revitalized and glossy from roots to ends

ESTEL LITTLE ME EASY COMBING KIDS' TWO-PHASE HAIR SPRAY

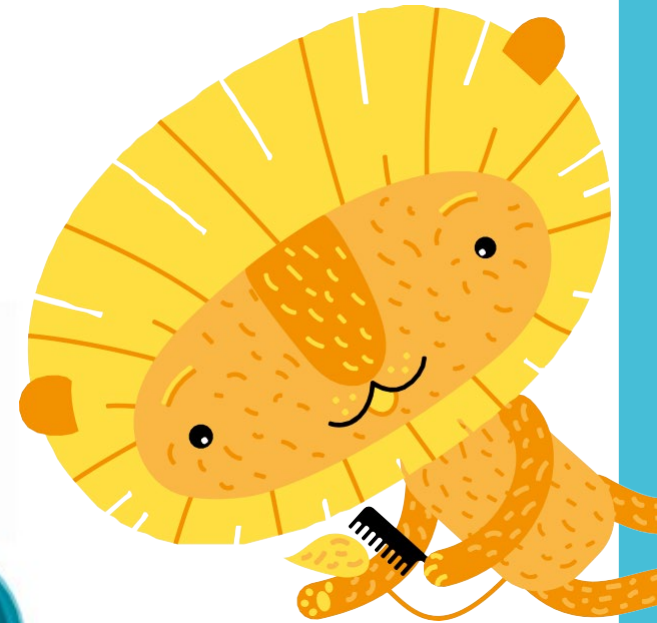
Improves hair manageability, controls static, adds a silky feel from roots to ends, and prevents tangling.



The prebiotic complex controls static and prevents tangling

silky kids' hair that looks, feels, and behaves well

Little ME
ESTEL



PLOP! FUN BATHING

ESTEL LITTLE ME KIDS' BATH GEL

Specially designed for the most delicate kids' skin. Gently cleanses the skin and maintains moisture balance, softness and suppleness. Can also be used for washing hair. Suitable for daily use.



BioEcolia®* that has a prebiotic effect helps maintain the skin's natural protective functions

The water went through 3 preparation stages, which includes processing with a silver filter

Chamomile extract provides a soothing and softening effect

*making friends
with water*



ESTEL LITTLE ME BABY GIRL WASH FOAM

For your little girl's safe and gentle personal hygiene. Gently cleanses, protects, and sustains the skin's natural pH balance. Suitable for daily use.



The water went through 3 preparation stages, which includes processing with a silver filter

BioEcolia®* that has a prebiotic effect helps maintain the skin's natural protective functions

The dispenser IN THE SHAPE OF A CHAMOMILE FLOWER creates wonderful foamy flowers

Linden and chamomile extracts soften, moisturize, and soothe the skin, providing an anti-inflammatory and antiseptic effect

*tenderness in
every petal*



BioEcolia®* that has a prebiotic effect helps maintain the skin's natural protective functions

Banana fragrance lifts spirits



Aloe vera and D-Panthenol moisturize and soothe the skin, keeping it resilient and soft

ESTEL LITTLE ME KIDS' SHOWER GEL

Gently cleanses the skin, optimizes its moisture levels, and promotes natural defense against damaging factors. Ideal for daily use.

a journey to Limpopo



*BioEcolia® is a registered trademark of Solabia.

ESTEL LITTLE ME KIDS' BATH FOAM

Moisturizes, soothes, softens, gently cleanses the skin, and promotes natural defense against damaging factors. Makes taking a bath truly pleasurable. Ideal for an evening bath.

BioEcolia®* acts as a prebiotic and stimulates the skin's natural protection

Aloe vera and D-Panthenol moisturize and soothe the skin, keeping it resilient and soft



When added to water, this foam, as if by magic, turns from orange to teal

for wigs, castles, and ships



PECK ON THE CHEEKS! FOR PRETTY BABY FACES



ESTEL LITTLE ME KIDS' FACE WASHING FOAM

This air-light foam gently cleanses, moisturizes, soothes, and protects delicate kids' skin. Can be used for hand washing, too.

Aloe vera and Panthenol provide balanced moisturizing and lock moisture inside the skin cells, maintaining its natural suppleness and velvety smoothness



A convenient dispenser makes washing one's face easy and comfortable

BioEcolia® acts as a prebiotic and promotes the skin's natural protection

*cloud-like
fluffiness*



ESTEL LITTLE ME 8 IN 1 KIDS' MULTIFUNCTIONAL CREAM FOR FACE AND BODY

This multitasking product meets 8 important daily needs in the care of baby's delicate skin:

- 1 moisturizes;
- 2 prevents redness and diaper rash;
- 3 maintains moisture balance;
- 4 repairs the skin's hydrolipid barrier;
- 5 eliminates flaking;
- 6 soothes irritation;
- 7 nourishes the skin;
- 8 provides strong protection.

Olive oil and shea butter perfectly moisturize, nourish, effectively soften, relieve irritation, soothe, and protect the skin against environmental damage

This ultimate multitasker is 100% safe and formulated with natural ingredients and a hypoallergenic fragrance



Rice bran wax prevents dryness, maintains the skin's hydrolipid barrier, and improves its natural protection functions



*as gentle and essential
as a mother's touch*



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**ESTEL LITTLE ME
KIDS' CHAPSTICK BALM**

Relieves irritation, softens the lips and shields them from the impact of the cold and wind, as well as other natural factors.

Rice bran wax maintains moisture balance and shields the lips from adverse environmental factors

Cocoa butter and buckthorn oil provide nourishment, moisturizing and healing of small cracks

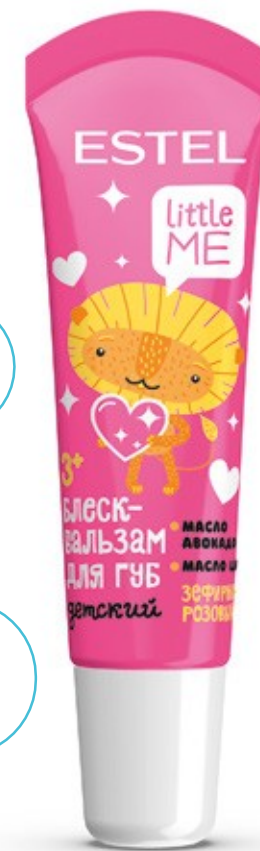
*tender kisses
and big smiles*

**ESTEL LITTLE ME
KIDS' GLOSSY LIP BALM**

Softens and moisturizes the lips, protecting them from chapping and dryness. Adds a delicate pink shade and shine. Has a fruity scent. Recommended for kids over 3 years old.

Shea butter, avocado oil and sunflower oil make the lips soft, tender, and naturally glossy

The marshmallow-pink shade and captivating shine turn a standard chapstick into a magical glossy balm



Beeswax gently conditions, moisturizes, and protects the lips from micro damage

*the first lipstick for
young fashionmongers*

YUM AND SNAP! FOR SMALL TEETH AND GUMS



ESTEL LITTLE ME STRAWBERRY TOOTHPASTE

Provides safe and delicate cleansing. Protects teeth and gums. Has a pleasant strawberry flavor. Fluorine-free. Recommended for kids over 3 years old.



The taste of ripe strawberries brings back the feel of carefree summer days even in the midst of winter

Gel texture makes tooth brushing more comfortable and gentle

caring for little teeth in a fun way

ESTEL LITTLE ME ORANGE TOOTHPASTE

Ensures effective cleansing. Protects teeth and gums. Contains calcium, which helps strengthen enamel. Has a pleasant orange flavor. Fluorine-free. Recommended for kids over 6 years old.



The taste of a juicy orange creates a sunny mood

Calcium strengthens the enamel and protects it from micro damage



brushing little teeth twice a day is nothing but pure delight!





KAPOW!

SUN AND WEATHER PROTECTION



* BioEcolia® is a registered trademark of Solabia.



ESTEL LITTLE ME KIDS' SUN BLOCKING CREAM FOR FACE AND BODY SPF 50

Provides a high level of protection, shielding kids' tender skin from UVA and UVB rays, as well as visible and infrared light. Moisturizes, soothes the skin, repairs its lipid layer, and ensures lasting prevention of moisture loss. Easy to apply and comfortable to spread over the skin. Waterproof formula. Suitable for face and body.



BioEcolia® acts as a prebiotic and stimulates the skin's natural protection

Panthenol and blue daisy extract soothe the skin, relieving irritation and redness

Biological purity: the cream is safe for corals

SPF 50 protects kids' sensitive skin from harmful radiation

Avocado and sweet almond oils maintain the skin's optimal moisture level, repair its lipid layer, and ensure lasting prevention of moisture loss



*the sun's kisses
instead of bites*

ESTEL LITTLE ME KIDS' AFTER-SUN BODY MILK

Gently cares for the kid's skin after sun exposure. Soothes, reduces discomfort, eliminates irritation, moisturizes the skin and helps support its natural barrier function.



Natural bisabolol from chamomile flowers and blue daisy extract soothe the skin and relieve discomfort and irritation

BioEcolia®* acts as a prebiotic and stimulates the skin's natural protection

Olive Oil moisturizes the skin and helps support its natural barrier function

The light texture quickly absorbs, leaving no stickiness

after playing and walking in the sun

ESTEL LITTLE ME KIDS' PROTECTIVE WIND AND WEATHER CREAM FOR FACE AND HANDS

For intense care of sensitive and dry skin. Prevents weathering and flaking. Ensures strong protection of delicate kids' skin in cold weather. Nourishes, moisturizes, and softens. Eliminates irritation and dryness. Suitable for daily use.



Phytosqualane promotes intense repair of the skin's hydrolipid barrier

Rice bran wax provides strong protection from dehydration and micro damage, improving the skin's softness and suppleness

Bisabolol provides balanced moisturizing, nourishes and softens the skin

running a race with the wind all day!



**WOW!
WE SHINE
AND
SPARKLE!**



The gloss particles veil the hair in magical shine

Raspberry vinegar strengthens the hair, leaving it smooth and glossy

Strawberry juice energizes the skin and enhances gloss

**ESTEL LITTLE ME
KIDS' GLOSSY
HAIR SPRAY**

Gives the hair magical glittering gloss. Does not make it heavy and rinses easily. Adds extra softness. Suitable for all hair types.

fairy effect

**ESTEL LITTLE ME
KIDS' BODY GEL
WITH SPARKLES**

Gives the skin a lovely shine, creating a festive spirit. Has a pleasant texture, distributes evenly, and conditions the skin. Apply to dry skin. Rinse off with water and soap. Parental guidance recommended when using the product.



BioEcolia® acts as a prebiotic and stimulates the skin's natural protection

The gloss particles veil the skin in magical shine

for star princesses



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HAIR CARE



ESTEL LITTLE ME
Easy Combing
Kids' Shampoo

300 ml
SKU LM/S300



ESTEL LITTLE ME
Easy Combing
Kids' Hair Balm

250 ml
SKU LM/B250



ESTEL LITTLE ME
Easy Combing
Kids' Hair Conditioner
and Shampoo 2 in 1

300 ml
SKU LM/2S300



ESTEL LITTLE ME
Easy Combing Kids'
Two-Phase Hair
Spray

200 ml
SKU LM/S:P200

SKIN PROTECTION



ESTEL LITTLE ME
Kids' Sun Blocking
Cream SPF 50

150 ml
SKU LM/SC150



ESTEL LITTLE ME
Kids' Protective
Wind and Weather
Cream

75 ml
SKU LM/CC75



ESTEL LITTLE ME
Kids' Chapstick Balm

10 ml
SKU LM/LG10



SKIN CARE



ESTEL LITTLE ME
Kids' Shower Gel

200 ml
SKU LM/G200



ESTEL LITTLE ME
Kids' Bath Foam

400 ml
SKU LM/PB400



ESTEL LITTLE ME
Gentle Care
Kids' Bath Gel

475 ml
SKU LM/G475



ESTEL LITTLE ME
Kids' Face
Washing Foam

150 ml
SKU LM/PW150



ESTEL LITTLE ME
8 in 1 Kids'
Multifunctional Cream
for Face and Body

100 ml
SKU LM/C100



ESTEL LITTLE ME
Kids' After-Sun
Body Milk

150 ml
SKU LM/L150

DESIGNED FOR GIRLS



ESTEL LITTLE ME
Baby Girl
Wash Foam

300 ml
SKU LM/PP400



ESTEL LITTLE ME
Kids' Body Gel
with Sparkles

60 ml
SKU LM/GG60



ESTEL LITTLE ME
Kids' Glossy Hair
Spray

100 ml
SKU LM/SS100



ESTEL LITTLE ME
Kids' Glossy
Lip Balm

10 ml
SKU LM/LB10



DENTAL CARE



ESTEL LITTLE ME
Strawberry
Toothpaste

60 ml
SKU LM/3TP60



ESTEL LITTLE ME
Orange
Toothpaste

60 ml
SKU LM/6TP60



CONTESTS

And there's more:
we hold contests
for young talents!
Come as
a family!

WWW.LITTLEME.PRO



**FAIRY
PEN**



**UNIQUE
BEAUTY SALON**



**MULTICOLOR
BRUSH**



**MERRY
FAMILY**

What is happening here? Everything most interesting and unusual!
Kids paint, write stories, and have fun. And then they get prizes for their creations!
Choose what you would like to do, and... go for new adventures!



WOW!
GIFT
SETS



Fairy-tales by Elena Stanislavskaya
Illustrations to fairy-tales by Maria Krupina
Proofreading by Marina Fedulova
Idea and design by ESTEL



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SKU A1979



ESTEL

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