



BB Kitty[®]
Born for Baby



Sensitive
Product Manual



Quanzhou Sun Care Co.,Ltd adheres to the mission of "providing global families with high-quality daily necessities from China with the essence of love", and hopes to provide healthy and high-quality products to 10 million families around the world, redefining Chinese manufacturing.



Every mother wants the best for their babies!
BB Kitty diaper comes from a parenting and
entrepreneurial life of a real mother

Sharon, the founder of BB Kitty is a happy and beautiful mother. She always believes that during the life journey, every step is the beginning of a story, the beginning of a dream. Every little one is a unique little genius, and the growth of a baby should follow individual characteristics, not simply imitate, follow and should far not be an unreasonable comparison.

BB Kitty, accompany every step of growth and protect every fearless decision. Every step counts, full of courage, full of hope! Every trial and error, just for best care for baby. Every piece BB Kitty diaper is under the strict quality inspection. Every production is carried under full responsibility and care. Because we've deeply known that every step counts. Become our agent! Let's walk together, step by step.



BB Kitty 1.0 was created.

2017



BB Kitty 2.0 Export to KZ

2019



BB Kitty 3.0 Agents from 6 countries.

2020



Lady Kitty 1.0 was created

2021



Little Journey 1.0 was created

2022



BB Kitty Sensitive was created

2023



EXCELLENT
TEAM

Originator

Sharon have been engaged in the international business of Hygiene products for more than ten years and served many Fortune 500 companies' OEM projects. She is familiar with supply chains, raw materials, product quality control and global industry standards,aim to cultivate her own babies,finally she founded the BB Kitty.



Excellent team

BB Kitty (China)the operation team is mainly composed of young and energetic post 80s and 90s elites, with a more youthful and dynamic characteristics from VI design to marketing activities. Collaborate with a strong team of shareholders and agents to gather resources from various aspects such as technology, endorsement, marketing, and jointly explore the global market of BB Kitty.

Agent team

From domestic to international, it covers various industries including elite personnel, brand shoe and clothing directors, leaders of a hundred social e-commerce team, fast moving retail elites, beauty and health clubs, mother and baby shops, models, media professionals, etc From offline to online, the integration of three networks and comprehensive promotion has become a strong market resource for BB Kitty to explore the international market.



5,000 m² raw material warehouse, carefully selected global high-quality supply chain, premium quality assurance.

Fully automatic Japanese "ZUIKO" equipment, incorporating multiple technological innovations, provides a more comfortable growth experience for babies!



Food-grade dust-free clean workshop, high-standard workshop management process, to ensure the excellent quality of each baby diaper.

Rigorous, professional and standardized! Strictly control the production environment. Fully enclosed high-standard clean production workshop.



Intelligent production system and testing system.



Before production

(Raw material checking)



In Production

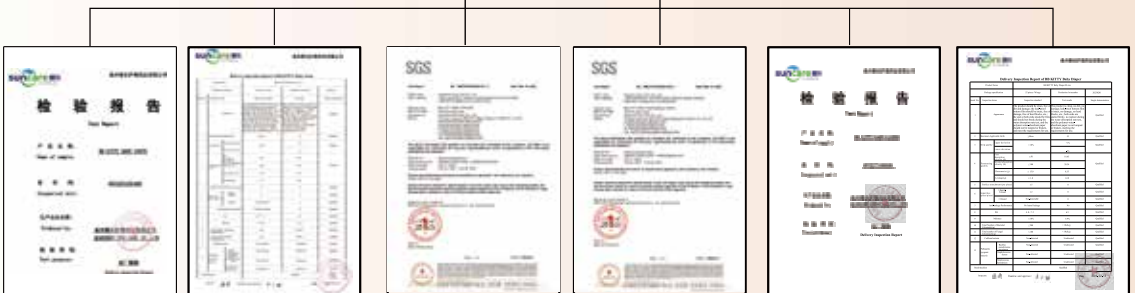
(Computer Control QC Check)

After production

(Lab test)

Before shipping

Test report



Pre shipment inspection

SGS Skin Test

Pre shipment inspection



Global Supply Chain



Global branding



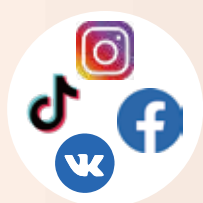
Marketing support



New Cooperation Model



New Marketing Support



Social Media



Online Shop



BRAND
SAFE GUARD



A number of authoritative
certifications come from our
strict requirements for quality.



dermatest®



Halal



Sensitive Skin Test



CE



SGS



SGS



Brand Patent



Brand Patent



Brand Patent



BB KITTY SENSITIVE

BABY DIAPERS



S / 64
4-8KG/KG



M / 56
6-11KG/KG



L / 50
9-14KG/KG

BABY PANTS



M / 56
6-11KG/KG



L / 50
9-14KG/KG



XL / 48
12-17KG/KG



XXL / 44
≥15KG/KG



XXXL / 40
≥17KG/KG

TRAVEL PACK





BRAND
POSITION



SAFE AND COMFORT ALL THE TIME

Brand Position

Re-define Premium Baby Care

Brand Feature

Safe

Healthy

Dedicated

Creative

Brand Proposition

Focus on 0-3 year babies' Healthy Care

Ads Slogans

BB Kitty, Born for Babies

Brand story

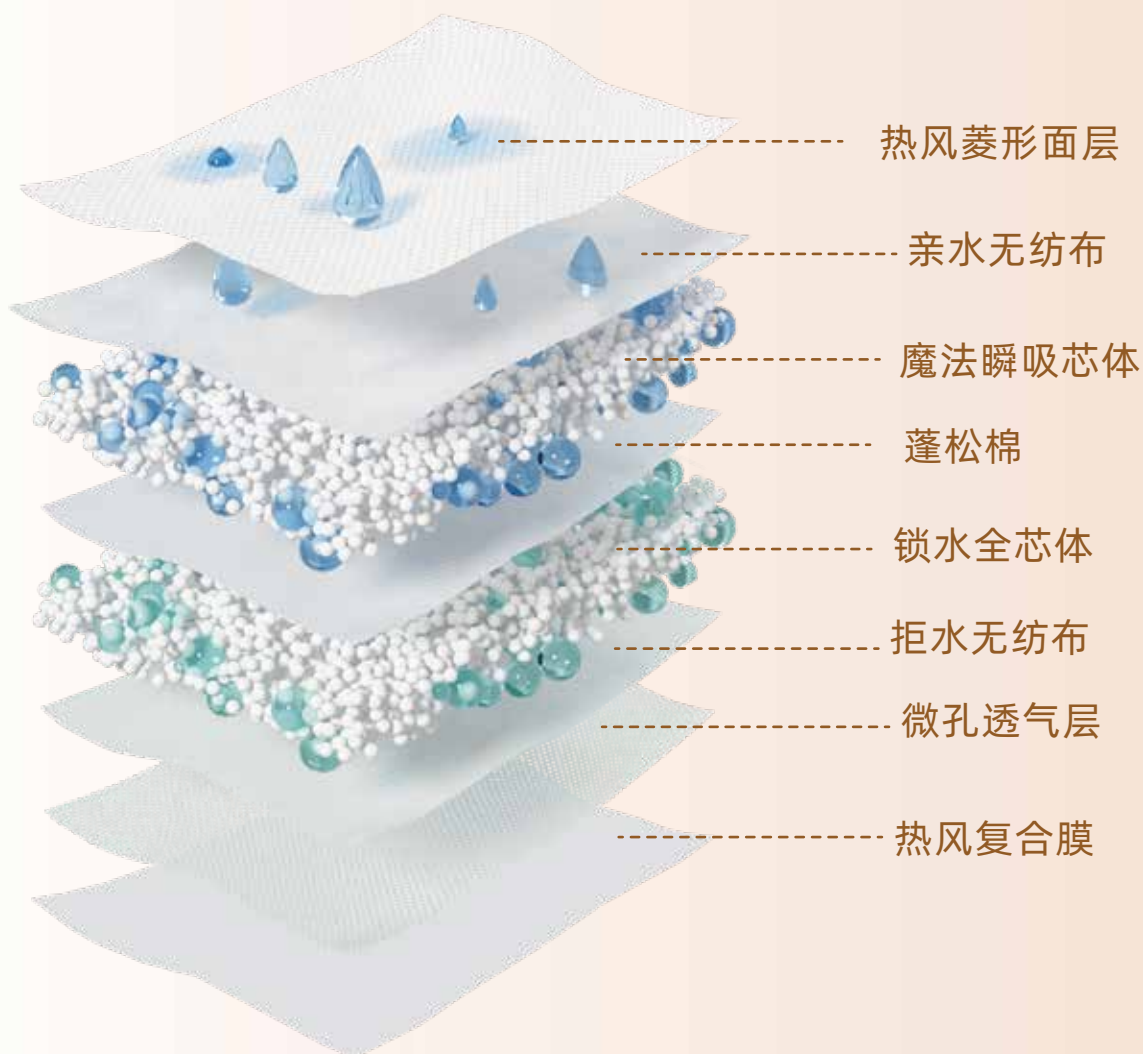
BB Kitty diapers has gone through hundreds of failures before it became a super safe and comfort diaper. We are working extremely hard to safeguard mothers and babies'sleep at night. Baby care could be much easier.



DIAPERS



PANTS





PRODUCT DETAILS

ELASTIC AND COMFORTABLE



AS THIN AS 2.1 CM



SIDE LEAKAGE



GOOD AIR PERMEABILITY



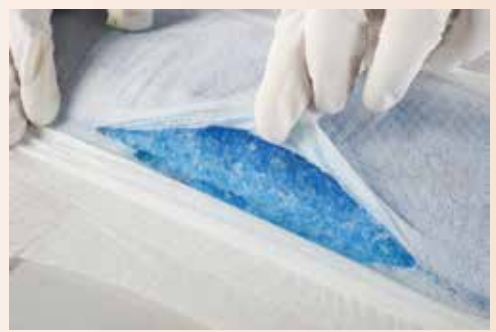
ABSORPTION TEST



**PLACE A TISSUE ON THE TOP LAYER OF
THE DIAPER TO TEST FOR REVERSE OSMOSIS**



THE TISSUE STILL STAYS DRY



**THE COLOR GRADUALLY FADES AND
THE ABSORBENT CORE ABSORBS QUICKLY**



PRODUCT
FEATURES



**SPECIALLY DESIGNED FOR SENSITIVE SKIN:
DELICATE FIBER, CAREFULLY CRAFTED TO MEET THE NEEDS OF
BABY'S SENSITIVE SKIN, ENSURING GENTLE AND SAFE CARE.**



**UPGRADE ABSORPTION OF INNOVATION,
DESIGNED TO KEEP YOUR BABY DRY AND COMFORTABLE,
NO MATTER HOW ACTIVE THEY ARE.**

JAPAN SUMITOMO SAP

Effective water lock ,Flavor suppression



Before absorption



After absorption

Japan "ZUIKO" equipment guarantees the ultimate softness!


BABY DIAPERS


SIZE	S 64pcs	M 56pcs	L 50pcs
WEIGHT	4-8kg	6-11kg	9-14kg
WAIST	≥45cm	≥48cm	≥51cm
PACKING	64pcs	56pcs	50pcs
MONTH	1-3month	4-6month	7-12month


BABY PANTS


SIZE	M 52pcs	L 50pcs	XL 48pcs	XXL 44pcs	XXXL 40pcs
WEIGHT	6-11kg	9-14kg	12-17kg	≥15kg	≥17kg
WAIST	≥48cm	≥51cm	≥54cm	≥57cm	≥57cm
PACKING	56pcs	50pcs	48pcs	44pcs	40pcs
MONTH	4-6month	7-12month	12-23month	≥23month	≥23month



BRAND
PRODUCTS



▶ Birth Stage



▶ Growth Stage



▶ Walking Stage



▶ Exploration Stage

Every month send different gifts





BRAND PRODUCTS

WET WIPE



WET WIPE



BABY WASH



Sakura Essence



Blue Campanula Essence



Без слёз
Уход за детьми

Baby shampoo & Wash
Foam(2 In 1)





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