



Rochelle Humes Launches Second My Little Coco Collection

1st March 2021: Rochelle Humes, Founder of My Little Coco, will be launching the brands second collection this March.

Following on from the huge success of its debut launch (it is the fastest selling baby skincare brand within Boots since launch), this new collection introduces two new ranges suitable for newborns, babies, children and mums.

For the first time, My Little Coco has a range designed specifically for mums to be. The 'Baby Mama' collection was created during Rochelle's most recent pregnancy and has been developed to include those must have products to keep mum and bump relaxed during this special period. Including a bath soak, bump butter, nipple balm and bump mask (and a handy cosmetic pouch) this collection is all about putting mums first.

The bump mask will be the first product of its kind to market in the UK. Designed to hydrate the skin and reduce the appearance of stretch marks, it is enriched with rosehip and aloe vera for an ultimate treat for your bump.

'Sleepyhead' features three brand new products, encouraging a calm and restful sleep for both baby and parents. Enriched with nourishing organic coconut oil and delicately scented with soothing lavender, camomile and vanilla, the collection includes Bath and Body Bubbles, Sweet Dreams Pillow Mist, Calming Baby Oil and Bath Fizzers - mini bath bombs for the little ones!

In addition to the above, My Little Coco has also expanded on their original collection introducing a new scent, 'Blueberry and Grape' with a new 2 in 1 conditioner, bath and body bubbles and detangling water.

Taking on customers feedback, a range of family sized products will also be available in the original shampoo, conditioner, bath and body bubbles and body cream.

Rochelle Humes said, "I created this collection whilst I was pregnant with Blake in the first lockdown. My first range was focused on babies, so it was really important to me that we created something that was for us mums too. I really wanted products that could see a pregnant woman through her pregnancy and after birth which is why we've created 'Baby Mama'. One of the products I am most excited about is the bump mask, which will be the first of its kind in the UK. The fizzy bath bombs from the Sleepy Head range have been such a hit with my girls and makes bath time a whole lot more fun!"

The range will be available to buy exclusively at Boots.com from the 24th February and in stores nationwide from the 1st March 2020.



Notes to Editors

For more information and imagery please contact:

Sarah Malone

Sarah@pwrpr.co.uk

About My Little Coco: Lovingly made to be the simplest and softest of formulas for little ones delicate skin and hair. From tiny toes and tots to big brothers and sisters (not forgetting mum), My Little Coco is a much-loved bed and bath time treasure.

Co-created with celebrity mum, Rochelle Humes, the collection is multi-purpose for all skin and hair types, extra gentle with no-nasties and enriched with nourishing organic ingredients and beautifully scented with soft fragrances. Launching its 2nd collection of bath, body and hair products, My Little Coco is proud to be;

- Suitable for newborns, babies, children and mum
- Pediatrician approved, dermatologically tested and suitable for sensitive skin
- Free from parabens, sulphates and dyes
- Vegan friendly and cruelty-free