



Looking for...

Let's play with Linea MammaBaby

Linea MammaBaby products are very recognizable, even by little babies and kids!

The young Italian company decided to use the beautiful drawings by the artist Chiara Belloni for its products, wrapped in simple white and transparent bottles: the baby soap is an **heart**, the baby bath a **fish**, the baby shampoo is a teddy bear, the baby sweet almond oil a **ball**, mums intimate hygiene soap a **wing**, the deodorant a **drop**, the baby panthenol cream a **diaper**, the baby rice starch a **chick**, the baby wipes **the sun**. And the magic goes on because everyone of these images has got a real name as fairytales characters: Margherita, Pasqualino, Giacomino, Guendalina, Gelsomina, Ernestino, Clementino and Momina.

Together with **unduetrestella**, **Linea MammaBaby** launches the playful game “**Looking for...**” to mums and kids.

From **Monday October 6, 2015**, every week is dedicated to a Linea MammaBaby product and LMB friends. Children, together with their mums, are invited to read and leaf through **illustrated books**, looking for an **heart** (from October 5), a **fish** (from October 12), a **teddy bear** (from October 19), a **ball** (from October 26), a **wing** (from November 2), a **drop** (from November 9), a **diaper** (from November 16), a **chick** (from November 23) and, in the end, **the sun** (from November 30).

Linea MammaBaby had a lot of fun looking for its friends into old illustrated books for kids and their vintage images and drawings. Do not miss them!

Now, let's start: **look for...**, take a picture of your books, post them on **Facebook** and **Instagram** using **#LMBlookingfor!**



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