

The dual purpose baby oil that provides a double helping of natural goodness in a few tiny drops.

Two facts are undeniable. Cases of skin sensitivity in babies and toddlers is at an all time high, and babies adore physical contact.

While these facts seem to make strange bedfellows they were high in the minds of PURBabies when they developed their new organic baby oil. They wanted to produce both an oil that overcame the drying effects of bathwater in a way that chemically enhanced products never could, and also provide a massage oil that helped promote the natural benefit of baby contact. The result was their Nurturing Organic Mandarin Baby Oil, certified 100% organic by the Soil Association..

Used as a bath moisturiser, a couple of drops swished around in a lukewarm bath allow the organic chamomile and rice bran extracts to soothe and hydrate even the most demanding skin conditions. And because it helps to overcome the drying effects of water it means that bath-time can last that little while longer.

Used as a gentle massage medium the oil, which is both mineral and chemical free and high in omega 6 fatty acids, helps to promote the physical contact which is not only comforting for babies but as research shows, also helps strengthen their immune systems. Equally beneficial are the gentle moisturising properties of the oil's organic mandarin and chamomile extracts.



- Toxin Free
- Paraben Free
- Petrochemical Free
- Sulphate Free
- Alcohol Free
- Cruelty Free
- GM Free

Retail Price: £7.99
100ml Easy Pump Dispenser
Available from www.pur-babies.co.uk

PURBabies are, and will continue to be signatories of the worldwide 'Compact for Safe Cosmetics' which campaigns for the removal of harsh chemical ingredients from everyday skin care and cosmetics.

For more information about us and our range, or for samples and product images contact: Simon Ford on **02920 552691** or email simon@purskincare.co.uk or visit our website at

www.pur-babies.co.uk

Squeaky clean remedies to chocolates, crayons, and all things gooey.

A baby's skin is a lot thinner and more fragile than an adult's and with an immune system that's just getting to grips with its foggy surroundings even the most diligent care can struggle against the ever increasing prevalence of adverse skin and health conditions.

Some are inevitable, a carry over of mum's hormones which usually disappear naturally over time. Some are a little more stubborn and easily aggravated by our baby's world, which is why paediatricians are swift to advise keeping the usual list of suspect ingredients and chemical accomplices well out of reach.

More recently there has been a growing consensus amongst childcare professionals that in the absence of truly natural alternatives, parents should avoid all soaps lotions and cleansers and use just water. It seems that the cleansers just aren't clean enough despite what the dazzling marketing campaign says!

Fortunately, the recently launched **PURbabies** brand addresses these concerns and following three years intensive development has produce a selection of products that are gentle, safe, and entirely free from harsh chemical preservatives and synthetic ingredients. The company is also one of only a handful of manufacturers in the world whose entire range is pure enough to be certified organic by the **Soil Association**, making them the ideal choice for families keen to choose genuine organic products.

The range itself is a compact six products made up of a **Purifying Organic Hair and Body Wash**, a **Nourishing Organic Baby Lotion**, a **Nurturing Organic Baby Oil**, a **Soothing Organic Nappy Balm** and an **Organic Nipple Balm** and **Regenerating Stretch Mark Butter** for mum. The range will shortly be extended by a Neutral Baby Shampoo, Relieving Stretch Mark Oil, Soothing Nappy Cream, Talc Free Baby Powder, and a Post-natal Bath Oil. And with a promise to never make or sell a product that cannot be certified by the Soil Association the same strict standards of purity apply throughout*.



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