

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*.



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

*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

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INCI and Plain English Ingredients Listings

purifying organic chamomile BABY WASH



Ingredients: Aloe Vera Juice Aloe Barbadensis Sunflower Oil Helianthus Annuus Extra Virgin Olive Oil Olea Europea Natural Emulsifier Decyl Glucoside Natural Emulsifier Coco-Glucoside Xanthan Gum Fine Sea Salt Sodium Chloride Roman Chamomile Essential Oil Romano Anthemis Nobilis Mandarin Essential Oil Citrus Nobilis Lemon Essential Oil Citrus Medica Limonum Naturally Derived Preservative Potassium Sorbate Naturally Derived Preservative Citric Acid

88% Organic Ingredients Certified by the Soil Association

soothing organic NAPPY BALM



Ingredients: Sunflower Oil Helianthus Annuus Extra Virgin Olive Oil Olea Europea Beeswax Cera Alba Chamomile Extract Matricaria Recutita Marigold Macerated in Sunflower Oil Calendula officinalis/Helianthus annuus Roman Chamomile Extract Romano Anthemis Nobilis Mandarin Extract Citrus Nobilis Orange Extract Citrus Aurantium Dulcis

100% Organic and Chemical Free Certified by the Soil Association

nourishing organic aloe vera BABY LOTION



Ingredients: Aloe Vera Juice Aloe Barbadensis Sunflower Oil Helianthus Annuus Extra Virgin Olive Oil Olea Europea Rice Bran Oil Oryza Sativa Sodium Stearoyl Lactylate Natural Emulsifier Glyceryl Sterate Natural Emulsifier Marigold Oil Calendula officinalis/Helianthus annuus Chamomile essential oil Anthemis nobilis Roman chamomile extract Chamaemelum nobile Potassium Sorbate Natural Preservative Citric Acid Natural Preservative

92% Certified Organic Ingredients Certified by the Soil Association

regenerating organic STRETCH MARK BUTTER



Ingredients: Sunflower Oil Helianthus Annuus Coconut Butter Cocos Nucifera Beeswax Cera Alba Shea Butter Butyrosperum Parkii Olive Oil Olea Europea Sweet Almond Oil Prunus Amygdalus Wheatgerm oil Triticum Vulgare Mandarin Essential Oil Citrus Nobilis Orange Essential Oil Citrus Aurantium Dulcis Grapefruit Essential Oil Citrus Paradisi

100% Organic and Chemical Free Certified by the Soil Association

soothing organic NIPPLE BALM



nurturing organic mandarin BABY OIL

Ingredients: Extra Virgin Olive Oil Olea Europea Rice Bran Oil Oryza Sativa Sunflower Oil Helianthus Annuus Roman Chamomile Extract Anthemis nobilis Mandarin Essential Extract Citrus Nobilis

100% Certified Organic Ingredients Certified by the Soil Association



Ingredients: Shea Butter Butyrosperum Parkii Olive Oil Olea Europea Sunflower Oil Helianthus Annuus Beeswax Cera Alba Macerated Roman Chamomile Extract Matricaria Chamomilla/Helianthus annuus Roman Chamomile Essential Oil Romano Anthemis Nobilis

100% Organic and Chemical Free Certified by the Soil Association