

Say "Aloe" to the water free organic baby lotion with a lighter touch.

Because a baby's skin is thinner than an adults it's also far more permeable, which means that what goes on it generally goes into it. With so many childcare products being made with a synthetic soup of unnecessary and often harsh chemical ingredients, it comes as no surprise to hear healthcare professionals suggesting links between their use and the huge rises in childhood skin conditions.

Thankfully, organic mother and baby care manufacturer PURBabies have provided some light relief from the usual market offerings with their Nourishing Aloe Vera Baby Lotion.

Free from any harsh chemical additives and made without water, the cream lotion is naturally formulated to be light and mellow, providing a genuine alternative to the heavy and stolid products found on most shelves.

It contains organic aloe vera instead of water as a base which greatly enhances its soothing properties, and is further boosted by extracts of chamomile, calendula, and moisturising rice bran. It can also be used as a delicate cleanser when applied with a cloth, to wipe away day to day impurities.



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

Retail Price: £7.99
150ml 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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