

The 'all in one' answer to the baby cleansers that just aren't clean enough. PURBabies Purifying Organic Chamomile Baby Wash.

What It Is?

A creamy dual purpose baby wash that's been organically formulated to cleanse and soften baby's skin and hair without stripping away essential moisture. Gentle enough to use with or without water and perfect for supersensitive skins. It doesn't really 'do' subtle when it comes to grime.

Why Make It?

The words 'Natural' and 'Organic' are writ large on the packaging of many brand leaders but the teeny tiny print on the back is telling a different story. It's confusing, naturally. PURBabies will only ever make products that are pure enough to pass the Soil Association's exacting standards, which means parents can be assured of genuinely natural alternatives without the spin.

Why use it?

There's a growing consensus amongst childcare professionals that in the absence of truly natural alternatives, parents should avoid all baby soaps and cleansers and use just water. It seems that the cleansers just aren't clean enough despite what the dazzling marketing campaigns say. PURBabies are certified by the Soil Association which means the wash (like everything else they make) doesn't contain any harsh chemicals or suspect goo, perfect for skins of all ages.

Who's It For?

PURBabies Purifying Organic Chamomile Baby Wash has been made to remedy the appearance of chocolate, crayons, and all things gooey in toddlers from a few months to a few years old. We do receive the odd report of use by grown ups but when we investigate things go very quiet.



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

Retail Price: £5.99
150ml Easy Pump Dispenser
Available from www.pur-babies.co.uk

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 one of only a tiny handful of manufacturers in the world whose entire range is pure enough to be certified organic by the **Soil Association**. This means that parents can make the right choices without having to decipher the spin.

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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*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