

Organic

Personal Care

# Baby's First Bath (AND MORE!)

For parents looking to keep their baby's bottom soft as...well...a baby's bottom, natural and organic skin care companies are offering safer alternatives to mass-market moisturizers, cleansers and ointments. ■ BY MELISSA KVIDAHL

**B**abies have many special needs. They need to be fed with special baby food, pushed in special baby strollers and protected with special car seats. So, of course, it's only natural that parents take precaution even when selecting skin care for their little ones.

"Both babies and young children are in a developing stage and, as a result, have different skin care needs," explained Daniel Wiser, brand manager of Avalon Organics (Petaluna, CA). "This is best demonstrated with babies whose skin is extra delicate and sensitive, and thus require products that are specifically designed to be mild and gentle."

And while mainstream companies might be producing skin care products for babies, natural and organic manufacturers know that what you see on the label isn't always what you get in the bottle.

"Misconceptions surrounding personal care for babies are the same that exist for products made for adults regarding the misuse of the words 'natural' and 'organic,'" explained Adena Surabian, president of Nature's Baby Organics (Woodland Hills, CA). That's why Avalon Organics' Wiser encourages parents to read labels, do research and seek out those products that are truly safest for their baby.

And parents are doing just that. According to Catherine Blackwell, brand manager of JASON Natural Products (Culver City, CA), the market for natural

personal care for babies is alive and well. "In the natural channel, the category grew by 12.6 percent, while the grocery channel grew by 71.6 percent over the past 52 weeks," she said.

## Gentle Ingredients

Even though mainstream manufacturers are perhaps making an effort to tone down their adult products to fit a baby's needs, they don't often reach their goal.

"In most traditional products, manufacturers usually try to use more gentle oils and ingredients for children's products," said Monica Pound, executive marketing manager at Nature's Paradise (Santa Ana, CA). "However, in most traditional products, they don't take out the main ingredients that can cause serious internal and external harm such as parabens and propylene glycol."

That's why the company's certified USDA Organic baby skin care line, Baby Organics, is in such demand by parents, who might worry not only about chemical absorption, but also accidental ingestion or getting products in their baby's eyes and mouth. Because Baby Organics is USDA certified, it is safe (albeit not

recommended, of course) to eat.

"Children need to have gentle personal care products, as their skin is more susceptible to irritation and sensitivity. Nothing in Baby Organics is synthetic or harmful," continued Pound. "So no worries if a baby accidentally ingests any of our products."



The Baby Organics line includes shampoo, body wash, lotion, diaper cream, massage oil, baby powder and even hand sanitizer.

But even if a company can manage to exclude the use of dangerous chemicals in the fundamental makeup of the product, often harsh fragrances hinder making an appropriate, effective and gentle product for babies.

For Nature's Baby Organics' Surabian, a considerable problem with traditional baby products on the market today is fragrance. Trying the botanical shampoos and body washes already on the market, Surabian found they smelled too much like perfume or had a medicinal scent when she tried to use them on her daughter, who was highly allergic to sunscreen and sensitive to dyes and perfumes—and just like that, Nature's Baby was born.

"Even nationally branded products made for babies include large



# It's a Girl Thing!

Although there exists a myriad of products in the organic and natural arenas for baby and adult skin, Kimberly Grustas

and Grace Petrarca, two mothers from Connecticut, noticed that there was not a skin care line available for their young daughters, who weren't yet concerned with anti-aging or acne breakouts and were too old for baby products. That's why the duo created Good for You Girls (New Hartford, CT), a chemical-free skin care line specifically formulated for girls and young teens.

"Meant to be her first 'real' skin care, our products fill the void between baby products and adult skin care lines," explained Grustas. "Our products appeal to the moms for the same reason they chose natural baby products—

to protect from chemicals."

Good for You Girls vegan products do not contain synthetics, sulfates, parabens, petrochemicals, dyes or irritants. Available in a gift pack or individually, the company offers its Daily Blemish Scrub, an exfoliator; alcohol-free Purifying Toner; and Oil-Free Moisturizer infused with the fresh scents of grapefruit, orange, lemon and bergamot.



"Retailers need to understand that kids who are raised on natural products have a greater likelihood of

becoming natural product users themselves," concluded Grustas. "They need to offer products for all their stages of development."



Organics' line of 19 items includes staples like shampoo and conditioner, and more specialized baby products such as its Organic Soothing Stick (USDA certified 95 percent organic) for treating minor cuts, scrapes, burns and dry patches.

Ultimately what will allow organic and natural baby products to retain success is parents' desire to protect their children while they can, even as their budgets shrink.

"Our Baby Organic products cost more than the average skin care, but it is still and has always been our number one seller because parents know how safe it is and will not use anything else that may cause harm or irritation to their child," concluded Pound. "Parents will buy cheaper products for themselves but not for their children."

amounts of fragrances, which can irritate the skin and lungs, cause skin reactions and are unnecessarily strong for children," she explained.

"Our products are scented by a seasoned aromatherapist who knows what is appropriate for infants and kids,"

continued Surabian, who will not bring a new product to market until it gets at least a 96 percent approval rating from its test group of over 50 moms, dads and their children.

Made with 70-90 percent certified organic ingredients, Nature's Baby

## For More Information:

- Avalon Organics, (310) 838-7543
- Good for You Girls, (860) 489-9912
- JASON Natural Products, (877) JASON-01
- Nature's Baby Organics, (888) 902-2229
- Nature's Paradise, (866) 979-2557

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## INDUSTRY EVENTS

**January 18-20, 2009:**  
34th Winter Fancy Food Show  
Moscone Center • San Francisco, CA  
(212) 482-6440

**January 22-25, 2009:** The 28th  
Annual Guelph Organic  
Conference and the Organic

Expo Canada Tasting Fair  
Guelph University Centre • Ontario,  
Canada • (888) 775-9495

**March 5-8, 2009:** Natural Products  
Expo West • Anaheim Convention  
Center • Anaheim, CA  
(866) 458-4935

**April 5-6, 2009:** Natural Products  
Europe/Organic Products Europe  
Grand Hall Olympia • London,  
England • +44 (0) 1273 645110

**April 24-26, 2009:** NPA Southwest  
Healthfest • Palmer Event Center  
Austin, TX • (888) 663-2791

