



If you are a retail store looking for good quality organic and natural products for babies and children, then you have just found the perfect range..... The **BEST 4 Baby** range was formulated by two naturopaths with a desire to create natural organic skin care products which are therapeutic and gentle on young, delicate skin. All the **BEST 4 baby** products have been created using natural and organic ingredients with sensitive skin in mind.

The ingredients listed on the labels is what is in the product, in amounts and combinations that actually have a purpose in the product, they are not there just to sound good for the label's sake. This is why **BEST 4 Baby** products are asked for again and again and again.

Another important difference in the **BEST 4 Baby** range is the use of a good quality broad spectrum preservative. A lot of natural products use grape seed extract (if anything) to preserve their products, however this is not 100% broad spectrum and often doesn't stand up to the job of protecting the products! Grape seed extract is also very commonly preserved with parabens and this is something we want to stay away from. We have decided to use Phenoxyethanol, Caprylyl glycol (emollient from coconut) and Sorbic acid. This is a globally approved preservative and is found at only 0.8% in our products. This is a non irritating preservative that gives the products a long shelf life and keeps the products and therefore skin safe from mould, fungus and bacteria. This is the same preservative which many of the leading skin care companies in the world use. We have found that this is the most natural preservative which actually works. Remember, once you can see mould, fungus or bacteria in moisturisers and creams, it means they have been growing for a few weeks before they became visible.

All **BEST 4 baby** products are paraben free, contain no Sodium Lauryl Sulphate, petroleum derived oils or genetically modified ingredients.

THE RANGE:

BEST4baby CALENDULA CREAM: A soothing cream made with certified organic cold pressed oils, herbs and butters. This cream is ideal for babies (and adults) that have problem skin, such as eczema, dermatitis or any other dry skin conditions. This cream contains infused calendula which is known to benefit wound healing and relieve dry and cracked skin. The bioflavonoids; Quercetin and Hesperidin in calendula, support capillary integrity and helps to ease inflammation. Carrot oil is added as it is packed full of antioxidants and is wonderful in supporting troubled skin. Another excellent herb we have included is Chamomile to soothe skin irritations and inflammation. Combining these ingredients along with the other beneficial oils and butters, we have created a nourishing and soothing cream which has wonderful benefits while still being safe to use on sensitive and delicate skin.

BEST4baby BALM BUTTER: This balm is made purely of cold pressed oils and beautiful butters. It is ideal for dry baby bottoms, chapped irritated skin and as a general moisturiser. It rubs in well and protects the skin without leaving an oily residue. The ingredients have all been chosen for their specific actions on the skin and there ability to penetrate and deeply nourish.

BEST4baby MANGO BALM: A lovely balm designed with itchy scalps and dry irritated skin in mind. This is a unique formula as it contains no beeswax and is therefore completely *vegan friendly*. Our blend of organic cold pressed oils and essential oils are super hydrating, nourishing and calming to the skin at the same time having antibacterial and antifungal qualities.

BEST4baby MOISTURISING CREAM: A light refreshing moisturising cream that soaks in well and keeps the skin feeling soft and smooth. It contains coconut oil as it is rich in nutrients, essential fatty acids and antioxidants which make it very beneficial to the skin. Almond oil is also a part of this wonderful cream because it helps with inflamed and itchy skin as a result of its fatty acid content. We have also included Jojoba oil as it is highly penetrating and closely resembles the natural sebum of skin. Allantoin is the botanical extract of the herb Comfrey. Allantoin is used for its healing, soothing and anti-irritating properties. Allantoin helps to heal wounds and skin irritations and stimulates the growth of healthy tissue. All the ingredients combine beautifully to form a nourishing moisturiser which can be applied daily all over the body.

BEST4baby BARRIER CREAM: This barrier cream is designed to create a barrier for water and liquid in the nappy to protect the skin from irritation and bacteria. When rubbed on, this cream will not soak in immediately. The zinc will leave a white layer which helps to act like a barrier. Zinc has anti-microbial properties so it can help protect the area from infection. This cream also contains other nourishing as moisturising oils and butters which will ensure the skin will not dry out, but will stay smooth and soft.

BEST4baby BABY OIL: A light massage oil that can be rubbed into feet, back or tummy to help babies, children and adults relax and settle to sleep. Evening Primrose oil is believed to help reduce hyperactivity in babies and children, naturally! Both Roman Chamomile and Lavender essential oils have calming and soothing properties which make them ideal additions to this beautiful massage oil.

BEST4baby HAIR & BODY WASH: This wash was created for sensitive skin of all ages and all types. All the cleansers are vegetable derived and natural. Containing beautiful moisturizing oils, this formula is so sensitive it can be used as a body wash & shampoo daily for the whole family. This wash contains Organic Aloe Vera gel which encourages skin rejuvenation and has soothing, cooling and healing properties. Aloe Vera has a similar pH as skin, so it is naturally hypoallergenic. Another beautiful ingredient in this wash is the hydrolyzed oats, which are a soluble form of oats which are a well known remedy to soothe inflamed skin.

BEST4baby MUMMY TUMMY CREAM: This light, super hydrating cream has been designed especially for use during pregnancy on tummies, thighs, breasts and hips. The essential oils we use throughout our range are safe for use in pregnancy; however there is always some controversy on the subject. Therefore we have decided not to use any essential oils in our *Mummy Tummy Cream*. We have used Rose Water in this cream to give it a beautiful fresh scent but still keeping it totally safe to use throughout pregnancy. Some of the wonderful oils we have used include; Rose Hip oil which is excellent for stretch marks, scarring and rejuvenating skin. This oil is rich in essential fatty acids and will penetrate the skin quickly to aid normal skin elasticity and resilience. Vitamin E oil is well known for its skin healing and repairing properties. While wheatgerm oil has a long history as being very beneficial for use during pregnancy to protect against stretch marks, this is due to it being rich in vitamin A, D and E as well as beta carotene. We have packed this cream full of wonderful rejuvenating and hydrating ingredients and recommend its use morning and night applied all over the body. Use from the beginning to the end of pregnancy and after.

If you are a retailer and would like to stock **BEST 4 Baby** products or find out more, please email your details to sales@best4health.com.au and we will contact you as soon as possible.