

FROM THE GROUND UP - A NEW PERTH PRODUCT AND BUSINESS!



Olga Fogel and Kirsty Torrens, two Perth entrepreneurs, have created an exciting new organic skin care range for babies called **BEST 4 baby**.

Combining a great passion for natural skin care and health, these two qualified naturopaths researched the best organic ingredients and in 2006 **BEST 4 baby** was born!

BEST 4 baby

Organic Baby Products
PROUDLY MADE IN AUSTRALIA

The girls have built the business from the ground up, formulating all of the products. What started as a small business, making products in the kitchen, has led to the girls having their products professionally manufactured and distributed by the biggest natural health distributor in Perth!

"It all started when we opened our eyes to the harsh reality that strong chemicals were being used in skin care and we wanted a natural alternative."

"With our background in naturopathy and herbal medicine we already knew what was good for the skin and what wasn't so we set out to make a range that we felt confident in using on our own children and families."

Olga and Kirsty had a vision to create affordable organic products that were accessible to all families, while looking after the environment and supporting local business.

The skin care range includes 6 products, consisting of organic and natural body wash and shampoo, moisturisers, balms and specialty creams. All of which incorporate organic oils of jojoba, almond, mango butter and cocoa butter, essential oils, herbs like calendula, chamomile, carrot oil, oats and lavender. Their formulas are unique, **it's not just another organic range**, the ingredients are fresh and certified organic and in the quantities that will make a difference to your skin.

"My Daughter was diagnosed with the beginnings of Eczema. She had a rash all over her arms, legs and face. Within 2 weeks of using the **BEST 4 baby** Balm butter all the dryness had gone. I was so amazed, as we had tried so many other creams" (Ida and Paul - Hamersley)

"We feel that we have given people a safe and effective range of products addressing a number of issues that may be required for babies and the whole family."

The pair met at college while studying Naturopathy, Aromatherapy and Herbal Manufacturing. Both girls had skin problems, suffering from Eczema and Dermatitis at times in their lives, which gave them the motivation and inspiration to study natural medicine and to create a skin care range that's suitable for sensitive skin of all ages.

"After 37 years of skin irritations and trying every conceivable natural and chemical solution, I finally found instant relief with Balm Butter! Within a week of using the cream my eczema had disappeared. I couldn't be happier and want to share my discovery with everyone." (Gloria Quinlan - Perth)

The pair started off selling the products in a few stores in Perth and now, with the success of the products, **BEST 4 baby** has been picked up by Perth's largest wholesale distributor 'Perth Health'.

www.best4health.com.au

BEST 4 baby

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Kirsty, being a mother herself, found that she had trouble buying organic and natural products online, so, this also led to the girls building a website **www.best4health.com.au** where they sell **BEST 4 baby** products, organic skin care, organic hygiene products, spa products, natural body brushes, organic cleaning products, CDs and books. A one stop organic and health shop online for the busy mothers and professionals that love to shop online.

BEST 4 baby is proving best for the whole family!

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