

### Top tips:

- ✓ Be especially vigilant about ingredients in baby products - so much is absorbed
- ✓ Many babies don't need skin care products in the first month of life
- ✓ Look for the Soil Association symbol



### The Bottom Line

*What's in baby products and why ingredients are so important*

The purists in skincare

If you've enjoyed this booklet, let us keep you up to date with our organic health & beauty tips and special offers. Get in touch to request our brochure or newsletter - we'd love to hear from you:

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See inside for baby care tips!

## Baby's skin is like a big sponge

- Much of what is put on the skin is absorbed into the body.
- Until the age of 3, babies are especially vulnerable to environmental toxins:
- They are proportionately smaller, so absorb more unhealthy chemicals per kilo of body weight than adults.
- And their bodies and brains are growing fast, rapidly incorporating everything put into them.

absorbing much of what is applied to it



### **The bottom line:**

Toxins stay in babies' systems longer and can have more impact than in fully developed adults.



Babies don't need much skincare

...especially when they're tiny



### Top tips:

- ✓ For the first month of a baby's life, it shouldn't be necessary to use any skin care products at all - we support the growing band of midwives who advise this.
- ✓ If a baby develops dry or parchment-like skin after birth, a good organic salve will help.
- ✓ Very young babies don't really get dirty and will enjoy a bath or wash in warm water only until they become more mobile and start exploring.



100% Organic Soothing Salve contains no essential oils (we don't recommend their use on babies under 3mths) and is rich in emollient shea butter and a special variety of soothing chamomile herb, so is ideal for use at every nappy change and for massage or cradle cap. Great used on dry lips too - the ultimate multi-tasker for busy mums!

# As they get older...

# These are the ingredients we like to see in baby care products

## Top tips:

- ✓ As baby gets more adventurous (and grubby!) use pure olive oil castile soap or a little gentle sugar-based detergent baby wash in the bath
- ✓ Floral water or our Calming Spritz and organic cotton wool pads can be used to clean bottoms and sticky fingers rather than baby wipes.
- ✓ And ONE multi-purpose salve for nappy changes, dry skin relief or cradle cap is plenty.
- ✓ For babies with irritated skin, try the organic alternatives to the over-prescribed steroid creams first.



- ✓ Organic cold-pressed plant oils such as extra virgin Olive oil and Shea butter - Superb skin emollients which have been used traditionally for pure baby care for centuries.



- ✓ Organic tried and trusted gentle herbs and essential oils like :-
  - ✓ Chamomile & Lavender: Soothe skin irritations. Calming for emotions.
  - ✓ Calendula: Soothing and healing, high in vitamin A.
  - ✓ Aloe vera: Soothing, healing and moisturising.
- ✓ Safe, wholesome ingredients which wherever possible are good enough to eat!



## So what is in baby products

## That we don't think should be:



Most bubbles aren't made naturally!

- Petroleum bi-products e.g. liquid paraffin, mineral oil\*, propylene/butylene glycols  
\*Common major constituent of a well-known brand of baby oil.
- Sulfate detergents and other cleansing agents that are excessively drying and or toxic to the environment.
- Potentially toxic chemical preservatives including the 'paraben' family.
- Pesticide and herbicide residues (from non-organic herbs and essential oils, so also present in 'natural' skincare).
- Talc
- Artificial fragrances or 'parfum' & colouring.

# Choose organic baby care

# But with caution...

1) A certified organic product has guaranteed ingredient purity and complete absence of toxic chemicals or pesticide and herbicide residues.

2) True organic skincare should be rich in vitamins and minerals from the natural vitality of their sustainably grown plant ingredients.

We also use **biodynamic** ingredients in Essential Care products. Biodynamic agriculture is an enhanced form of organic growing conditions for maximum plant nutrition and therapeutic potential. A totally balanced approach for sustainability.

When plants are grown by **organic** agriculture they have a higher vitamin and mineral content than when grown intensively and sprayed with pesticides and herbicides. As well as obvious environmental benefits, this is the advantage provided by organic rather than so-called "natural" skincare.

**Fact:** Unlike in the food industry, current legislation allows personal care products to be described as 'organic' without organic certification

## Top tips:

- ✓ Look for the Soil Association symbol to be sure that your cosmetics are as organic as possible.
- ✓ Beware of companies' own look-alike "organic" logos



Our research suggests that only 10% of parents use natural baby toiletries and only 2% use organic baby toiletries. However, many more than 2% of parents think that they are using organic toiletries.

