

GAIA

natural baby

pure ★ natural ★ organic

MEDIA RELEASE



GAIA Natural Baby's local delivery

GAIA Natural Baby, Australia's beloved and most widely available natural and organic baby skincare range, is finally accessible for distribution in the UK and will be showcased at the upcoming Baby & Child Fair at London's ExCel this October.

Created by multi-award winning Aussie mum of three, Michelle Vogrinec, GAIA Natural Baby was born from her frustration in not finding suitable products to cleanse, care and nourish her son Joshua's sensitive and irritated skin when he developed eczema at just 8 weeks of age. Initially concocting her own herbal infusions and lotions from natural and organic ingredients on the stovetop at her organic farm, demand from family, friends and other mums encouraged Michelle to take leap into commercial production in 2002.

From humble beginnings in her country kitchen, seven short years later, the brand has gone from strength to strength and is now Australia's most widely distributed natural and organic skincare brand.

Michelle explains her meteoric rise to success as simply 'meeting the needs of people she cares about, and trying to live a natural, organic-based lifestyle'.

"Just like me, parents are looking for a readily-available and affordable natural alternative that will not only gently care for their baby's delicate skin, but is also kind to the environment. All GAIA products are free from well-known irritants found in some conventional baby products and just contain natural and organic ingredients known for their skin-nurturing properties." said Michelle.

Used and recommended by a number of maternity hospitals, maternal health nurses, medical professionals and parents across Australia, these non-drying cleansers, skin-softening moisturisers and soothing lotions contain NO soap, sulphate, propylene glycol, lanolin, paraben preservatives, petrochemicals, phthalates or mineral oils making them suitable for sensitive skin and eczema friendly.

Teamed with her husband/business partner Simon (a former international cosmetic company's sales manager and professional hairdresser/salon owner), GAIA has since been steadily achieving export success throughout Europe, the US and Asia.

Simon, along with newly appointed exclusive UK distributor 2012 Ltd, will be available for conversation at the GAIA stand at the Baby & Child Fair at London's ExCel.

"We look forward to officially launching the brand in the UK and meeting prospective retail customers." says Simon. "We have had so much encouragement from local parents, medical professionals and retailers already. And the fact that **GAIA Natural Baby** is now in all the major baby and health food retailers in Australia including Toys R Us and Target – as well as pharmacies nationally - means we are able to really concentrate on offering our everyday natural and organic products to British parents, because we have such a secure foundation at home."

"This move is a very exciting next step, as we continue to develop the GAIA Natural Baby brand. We hope to build on the initial success of the range with the release of some new products and a pregnancy care collection in the coming months, so keep watching this space!" said Michelle.

GAIA Natural Baby is now available for wholesale purchase through 2012 Ltd.

For more information, or to order, please contact:

2012 Ltd on telephone number (01202) 303 777 or via email at info@2012ltd.co.uk
or log on to www.2012ltd.com and www.gaiaskinnaturals.com

ABOUT GAIA SKIN NATURALS

Born out of the need for effective products to care her child's sensitive skin suffering from eczema, Aussie mum, Michelle Vogrinec was frustrated at the lack of suitable natural products available. She created GAIA Natural Baby in 2002 to provide parents with naturally gentle, soothing skin care solutions for babies with sensitive or irritated skin. With the increasing success of their baby range now being stocked in over 5,000 retailers nationwide and being exported to over 13 countries, GAIA continue to develop and release new products, and have also released the GAIA Made For Men range.



Multi award winning Michelle & GAIA Skin Naturals have previously won:

- ★ Victorian Micro Business Exporter of the Year
- ★ Victorian Micro Business of the Year
- ★ Australian Micro Business Woman of the Year

Michelle and business partner husband, Simon, are both available for interviews.

If you would like any product samples, images, or if you require any further information please contact:

2012 Ltd
Tel: +44 (0) 1202 303 777
Email: info@2012ltd.co.uk

OR

Belinda Greenwood
Marketing Co-ordinator
GAIA Skin Naturals
+61 3 9703-1707
belinda@gaiaskinnaturals.com