

PRESS RELEASE: GAIA NATURAL BABY LAUNCHES TV CAMPAIGN

From its humble beginnings in the country kitchen of a local Aussie mum, **GAIA Natural Baby**, now Australia's most widely distributed natural and organic baby skincare brand, is embarking on its first TV campaign - an 8 week stint on Channel 9's "Mornings With Kerri-Anne" program, starting today.

The multi-award winning woman behind the brand, Michelle Vogrinec, stars in the four minute advertorial and explains the brands origins as well as providing product information, highlighting key retail partners selected from their 3,000 stockists nationwide, and details a special redemption offer available to customers during the promotional period.

The "coffee-talk" style format with long-time trusted presenter, Rozz Switzer, also features testimonials from a hospital midwife, pharmacist Gerald Quigley, and a selection of mums who already use and swear by the brand.



Former 'Australian Micro Business Woman of the Year', Michelle, says, "It was time to launch the brand on a larger scale, but it was important to us to get our distribution channels set up correctly first before we undertook such a large task. As GAIA Natural Baby is in all the majors - Coles, Target, Kmart Priceline, BIG W and Woolworths/Safeway next month – as well as pharmacies, baby stores and health food shops nationally - we feel we were able to really showcase our everyday natural and organic products to Aussie parents, because now they can get them everywhere."

In six short years, the brand has gone from strength to strength, but 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 soaps, sulphates and phosphates – just containing natural and organic ingredients known for their skin-nurturing properties." said Michelle.

The 'Mornings With Kerri-Anne' advertorial series will run several days a week until mid October.

"This move is very exciting next step, as we continue to develop the GAIA Natural Baby brand. We hope to build on the campaign with a variety of TVCs set to air in the new year." said Michelle.

For more information on GAIA Skin Naturals range visit www.gaiaaskinnaturals.com or contact

(03) 9703-1707

INTERVIEW OPPORTUNITY:

When:

By appointment

Who:

Michelle Vogrinec

What:

Proud creator of GAIA Natural Baby, Michelle Vogrinec, explains their new TV campaign celebrating the success of the GAIA Natural Baby brand.

Where:

Via phone or in person

(Factory 4, 37-41 Hallam South Road, Hallam 3803 (Melway Ref: pg. 96 , G 1-2)

Both Michelle, and husband/business partner Simon, are available for interviews, comment and editorial contributions on small business, natural parenting and living an organic lifestyle.



For more information, images or to make a time for interviews or a photo opportunity, please contact:

