

GAIA

natural baby

pure ★ natural ★ organic

MEDIA RELEASE
NOVEMBER 2008



GAIA Natural Baby's local delivery

As seen recently at the Parent & Child Show in Auckland, **GAIA Natural Baby**, Australia's beloved and most widely distributed natural and organic baby skincare range, is finally available in pharmacies and baby stores across New Zealand!

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, six short years later, 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 well-known irritants found in some conventional baby products and just contain natural and organic ingredients known for their skin-nurturing properties." said Michelle.

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

Teamed with her husband/business partner Simon (an ex-international cosmetic company's sales manager and professional hairdresser/salon owner, (who incidentally was born in New Zealand!), GAIA has since been steadily achieving export success throughout Asia, Europe and the US.

"We have wanted to properly launch the brand in New Zealand for some time, but it has been important to us to get our supply and distribution channels set up correctly first before we undertook such a large task," said Michelle. "Now the encouragement of parents, medical professionals and the fact **GAIA Natural Baby** is now in all the major retailers in Australia (Coles, Target, Kmart Priceline, BIG W, Toys R Us and Woolworths/Safeway – as well as pharmacies, baby stores and health food shops nationally), we are able to really concentrate on offering our everyday natural and organic products to kiwi parents, because we have such a secure foundation at home."

GAIA Natural Baby is now available for purchase through most major baby stores in New Zealand including **Baby On The Move**, **Baby Warehouse**, **Kiwi Baby** and **Mumma Mia** as well as selected **Life**, **Unichem** and **Amcal** pharmacies nationally and is also available locally, online at the following websites:

www.babystuff.co.nz

www.babywarehouse.co.nz

www.kiwibaby.com

www.kiwibaby.co.nz

www.myroom.co.nz

www.nourish.net.nz

"This move is 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.

For more information, or to order, please contact:

Lisa on ph: +64 0800 555 895 or log on to 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:

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