

## Smooth & Soothed Summer Skin

As the temperature soars fun in the sun often leads to red or irritated skin. GAIA Natural Baby Skin Soothing Lotion is a pure, all natural, artificial fragrance free lotion specially formulated to help soothe sensitive skin and provide long lasting relief. Pop it in the fridge this summer for extra cooling comfort against redness, irritations and mozzie bites!

GAIA Natural Baby Skin Soothing Lotion is enriched with organic shea butter and organic wheat germ oil (naturally high in vitamin E) to help revitalise the appearance of the skin and any scarring. It has also been Infused with the certified organic essential oils - chamomile and lavender - to soothe and calm redness and itching, and certified organic calendula, zinc and castor oil - well known for their skin repairing properties. Beeswax has also been included to provide a protective barrier, ensuring the lotion lasts longer on the skin.

GAIA Natural Baby Skin Soothing Lotion can be used for babies, newborns and toddlers – in fact, the whole family from top to toe and is suitable for skin affected by eczema. Not only great for nappy rash, it provides extra care for sensitive bottoms in nappies all night, and other areas needing extra protection.

Suitable for use on the face, including dribble rash, it can help cool hot cheeks (a common occurrence when teething) and can protect delicate skin from windy conditions. Busy mums will benefit from applying the lotion to elbows and knees or anywhere they need a little extra moisturisation. And with summer pollens creating havoc, GAIA Skin Soothing Lotion effectively soothes dry irritated noses caused by frequent blowing or wiping.

As with all creams and lotions, it should not be vigorously rubbed into areas of the skin that are irritated or cracked and scabby as this can cause further irritation - creating friction rather than calming the area. Instead, apply by squeezing a small amount onto your arm and then, using the tips of your fingers, dab the skin soothing lotion and pat over the area you wish to cover.

Creator of GAIA Natural Baby, Michelle Vogrinec, devised the lotion her son, whose sensitive skin which also suffers severe eczema, has seen the ongoing benefits. *"This lotion was formulated especially to provide soothing relief for Josh's super-sensitive skin. He no longer has big red blotches and his skin is now calmer and smoother. No more scratching or complaints about having the "itchies!"*

Vegan friendly and not tested on animals, GAIA Natural Baby uses only natural extracts in combination with certified organic ingredients. All the pure essential oils are Certified Organic and are of the highest quality and purity.

GAIA Natural Baby Skin Soothing Lotion comes in 250mls recyclable flip-top packaging, and is available from selected supermarkets, department stores, baby stores, health food shops and pharmacies as well as via phone or internet, at RRP \$11.95.

For more information, or to order, please call 03 9703 1707 or log on to [www.gaiaskinnaturals.com](http://www.gaiaskinnaturals.com).



## ABOUT GAIA SKIN NATURALS

Born out of the need for effective products to care her child's eczema, 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 a 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:*

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