

Made4Baby - Brief

Made4Baby is a New Zealand natural skincare company, specialising in babies and children. After working previously with toxicologists at the OECD (Organisation for Economic and Co-Operative Development) in Paris for 2 years Rebecca McLeod had an increased awareness of all the chemicals common in many skin care ranges. When she became pregnant with her first child, Rebecca resolved to find products that would be kinder to babies. The problem was she couldn't find any. To meet what seemed to be a growing need for natural, functional skin care products free from harsh ingredients, Rebecca founded Made4Baby.

Launched in November 07, 2 ½ years later Made4Baby is fast becoming the number 1 natural skin care choice for babies and children in New Zealand. In over 150 stores nationwide in New Zealand and with distributors in Hong Kong, Dubai and Australia, Made4Baby is starting to make a name for itself internationally with the Nappy Rash Cream (Botty Barrier Crème) being voted number 1 in Dubai by Time Out Kids magazine up against some large, well recognised international brands.

All made in New Zealand the Fragrance Free or Organic Citrus Fragrance range includes Foaming Hair & Body Wash, Nappy Rash Cream, Massage Oils, Lotions & Bubble Baths.

No petrochemicals
No artificial fragrances
No harsh detergents
No parabens

Free from harsh ingredients, affordable, functional and fun, who said natural has to be boring!!

Made4Baby - Full Story

Rebecca McLeod, a founding member of Made4Baby, is apart of a growing breed of mumpreneurs taking over NZ commerce.

Having worked for over a year with toxicologists in environmental health at the OECD in Paris, Rebecca launched Made4Baby in Nov 07 at the Auckland Parent and Child Show. Made in New Zealand the business has since grown in leaps and bounds as New Zealander's discover more about this wonderful range of natural skin care products for babies. The range is in over 150 stores nationwide and current has distributors in Australia, Hong Kong and Dubai.

"It has just been an amazing experience since launch" says Rebecca, mum-preneur, a growing breed of mothers running a family and a business. "I believe New Zealand mothers were ready for a range of natural skin care products for their children that was free from harsh ingredients and I strongly believe this is why we have been so successful to date"

Rebecca regularly receives emails from mums of long term eczema sufferers praising the range and thanking her for relieving their child's suffering.

However being natural you'd expect the pedestrian packaging of browns, greens and neutral colours. Not Made4Baby they created the packaging on the premise that 'Who said natural has to be boring!'

The Story

After the birth of my son Sam almost two years ago I hunted for a range of skincare products that was in line with the many products available to women. I knew what I wanted having worked with toxicologists in environmental health at the OECD in Paris. I wanted a brand to give me the reassurance that it had thought about Sam's wellbeing when it produced its shampoo, wash, cream, lotion or oil.

I was unable to find anything in New Zealand that met my needs and so I decided to create a range of natural skin care products with New Zealand mothers and children in mind.

Why it's different

The range was built on 4 key points with the modern NZ family in mind:

Functional

- o Pump tops for ease of use & hygienic

Fun

- o Who said natural has to be boring!

Affordable

- o It needed to be achievable by most for the well being of their family

Relevant

- o Formulated based on up to date opinions from around the globe

The Made4Baby range of skincare products is New Zealand's only baby skincare range free of harsh detergents (no sodium lauryl sulphate), petrochemicals, artificial fragrances and parabens. By stripping out all of these ingredients, we have created mild, gentle formulations that are kind on the sensitive skins of babies and small children. The added bonus is that Made4Baby's natural ingredients are kinder on our environment when they head down the drain.

Not only a New Zealand made product that is free from the harsh ingredients, all of the Made4Baby range (except for the self-foaming bottle) is made in NZ from recyclable materials.

The range

Ideal for all skin types in particular children with sensitive skin or eczema.

We have thought about mothers and their children from the container to the fragrance - the Organic Citrus is an organically certified blend of mandarin, sweet orange and lemon, and the Fragrance Free we developed at the desperate request of mothers seeking gentle formulations free from fragrance for their children with sensitive skin. We have had numerous reports of successful use from children with eczema. This is supported by the fact that our products are now stocked by Rebekah Plane of Kumfy Kids, a site dedicated to products for babies and children with sensitive skins and eczema. Rebekah Plane is also known for her appearance on Dragons Den.

The large sizes have pump-tops for ease of use for new Mums – they also have a tiny amount of preservative in them, to ensure the integrity of the product and to protect babies from yeasts and bacteria that can develop if natural skincare products are not looked after properly.

Made4Baby products include:

1. Foaming Hair and Body Wash (Organic Citrus and Fragrance Free) 200ml and 60ml
In a self-foaming bottle

2. Botty Barrier Crème (Fragrance Free Only) 150ml and 60ml
Pump formulation, so no more double dipping. Great for healing small patches of dry skin.

3. All Over Body Lotion (Organic Citrus and Fragrance Free) 150ml and 60ml
For when babies or toddlers need that extra bit of moisture – after a bath or after a long day on newly walking legs.

4. Sleep Tight Massage Oil (Organic Citrus or Fragrance Free) 150ml and 60ml
A great chance for Mum and baby to relax – all that's needed is a warm room, loving hands and gentle strokes.

5. Bubble Bath (organic Citrus or Fragrance Free) 250ml
A non-irritating bubble bath free from harsh detergents, this gentle formula is great for babies, toddlers and any adult who needs to soak away the day in a bath full of bubbles. Also can be used with a bubble wand to blow bubbles!