

giselleGi™



soothe me baby™



1 month - 5 years

“APPROXIMATELY 10% TO 40% OF INFANTS WORLDWIDE EXPERIENCE COLIC”

The condition is defined as “episodes of inconsolable crying that last for more than three hours a day, for more than three days a week, for three weeks, in an otherwise well-fed, healthy child”

Colic peaks at around four weeks of age, with symptoms typically resolving by three to six months of age and occurs at the same rate in boys and in girls. The first detailed medical description of the problem occurred in 1954.

Up until now, there’s been little to no effective treatment for colic.

Children often complain of stomach pain. It is one of the most common reasons parents take children to their doctor or the hospital emergency department.

Stomach pain in children is very often caused by excessive gas and indigestion, neither of which is serious. Yet gastrointestinal problems can affect mood, sleep, eating patterns and restlessness in children of all ages.

SYMPTOMS	CAUSES
Trapped Stomach & Intestinal Gas	Immature Digestion & Nervous System
Abdominal Bloating	Air Intake from Feeding or Crying
Acute Gastric & Intestinal Pains	Gas Producing Foods
Intense & Prolonged Crying	Over-Stimulation
Sleeplessness / Exhaustion	Allergic Reactions
Stressed Out Parents	GERD / Acid Reflux





Soothe Me Baby™ is a natural and effective approach for relieving colic pain and digestive problems in infants and children.

Soothe Me Baby™ aids to provide relief from colic, constipation, stomach pains, nausea, bloating, wind, indigestion and gastrointestinal problems while promoting restful sleep.

ORGANIC



SUGAR-FREE



100% DISSOLVABLE FORMULA



LIGHTWEIGHT, INDIVIDUAL SACHETS



NATURALLY BRIGHT & SWEET TASTE



Used in traditional Indian and Middle Eastern herbal medicine for its medicinal properties, Pimpinella anisum the active ingredient acts a gastrointestinal relaxant helping to eliminate and expel unwanted gases trapped in the stomach. Soothe Me Baby also aids to improve digestion and promote relaxation.



This is an effective and tasty remedy that replaces the need to use heavy chemicals and is ideal for babies as young as one month to children as old as five.

Pimpinella anisum has carminative, stomach, antispasmodic and sedative. These virtues are used for the treatment of digestive abnormalities such as:

Aerophagia
Flatulence

Difficult Digestion and
Stomach Ache

Abdominal pain
Constipation
Gastritis

The essential oil is rich in anethole = trans-anethole, dianethole, photoanetole, thymol, eugenol. A major component of the oil is trans-anethole (75% to 90%), responsible for the characteristic of digestive, carminative, and relief of gastrointestinal spasms. (Shojaii and Abdollahi Fard, 2012)

The seed pods are used as a remedy for colic in children and to diminish the griping of purgatives (Nadkarni 2007).



PRODUCT PLACEMENT



Product Name	Soothe Me Baby	Infacol Wind Drops	Gripe Water Mommy's Bliss	Probiotic Drops	Infant's Friend
Price	\$19.99	\$8.99	\$14.99	\$37.99	\$10.99
Product Type	Beverage	Liquid drops	Liquid drops	Liquid drops	Liquid drops
Quantity	10 Sachets	30 mLs	120mLs	5mLs	100mLs
Natural & Organic	Yes	No	Some ingredients are organic	No	No
Active Ingredients	Pimpinella anisum	Simethicone	Fennel, Ginger, Sodium bicarbonate	Live Lactobacillus	Cassia Oil, Magnesium Carbonate, Ammonium Bicarbonate, Dill Oil, Anise Oil
Other Ingredients	The only ingredient is organic Pimpinella anisum. It is a flowering plant.	The active ingredient Simethicone is a Chemical formula: $C_6H_{18}O_4Si_3$	Other ingredients: Deionized Water, Vegetable Glycerin, Sodium bicarbonate, Citrus Bioflavonoid Extract, Citric Acid, Potassium Sorbate and Natural Fennel Flavor.	Each 5 drops contain a minimum of 100 live Lactobacillus	Chemical formula: $CMgO_3$ Magnesium Carbonate has a laxative effect

ACTIVE INGREDIENT COMPARISON

Infacol: Simethicone chemical compound, is safe but does not appear to work. Chemical compound main component.

Probiotics: Evidence does not support lactase, or supplementing formula with probiotics. The use of the probiotic *Lactobacillus reuteri* in babies who are breastfed has tentative evidence

Soothe Me Baby: *Pimpinella anisum* is one of the first medicinal and best carminative plants, able to force the removal of excess gases accumulated in the intestine and reduce their production, which helps remove abdominal swelling and is useful in eliminating the pains that accompany the swollen belly. An effective remedy in curing constipation, promotes digestion and relaxation.

Gripe Water: No evidence supports the efficacy of "gripe water", and its use may pose risk, especially in formulations that include alcohol or sugar. Chemical compound is a part of the main component.

Infants Friend : As a food additive, magnesium carbonate is known as E504, for which the only known side effect is that it may work as a laxative in high concentrations. Chemical compound main component.



**GLOBAL RISE OF
COMPLIMENTARY
MEDICINE**



Each year Australians spend over \$4 billion on complementary and alternative medicine (CAM)

More than half of the Australian population are CAM user 52.2% (MacLennan 2006)

Total value of Australian Organic Market: \$1.72bn

\$12.1bn - Australia / New Zealand estimated sales of natural/organic products, dietary supplements & functional foods

July 30, 2009 - Americans spend almost a third as much money out-of-pocket on herbal supplements and other alternative medicines as they do on prescription drugs, a new government report shows.

Out-of-pocket spending on herbal supplements, chiropractic visits, meditation, and other forms of complementary and alternative medicines (CAM) was estimated at \$34 billion US in a single year.

Organic food and drink products are increasing in popularity in China according to new research by a leading consumer research company, Mintel. The Mintel study on consumer lifestyles in China found that 80 per cent of urban Chinese consumers claim that organic food and drink products "are worth paying for".



soothe me baby™

KEY DETAILS

Australian Made & Owned

Natural, Organic & Sugar Free

RRP \$19.99

100% formulated dissolvable powder

Prepared and sealed in sachets for convenience

10 sachets per box

Not administered orally by syringe like all colic relief liquid bottled medicine.

Used in traditional Indian and Middle Eastern herbal medicine for its medicinal properties

3-year shelf life

Suitable for Ages: 1 month - 5 years

AUST L336057

Innovation Patent 2017101220

Registered Trademark in Australia, China & USA





We actively promote the business and product through strategic marketing endeavours such as:

DISTRIBUTION

Partnership with reputable Australian distribution company

PUBLIC RELATIONS

Appointment of a PR firm to creating branding awareness and stimulate market interest

ADVERTISING

Targeted advertising and marketing campaigns in parenting publications

EXHIBITION

Participation in Pregnancy & Baby Expo's - Sydney & Melbourne

DIGITAL MARKETING

Engaging with a digital marketing agency to assist with behind the scenes digital marketing including strategic direction, social media, SEO, Adwords and influencer marketing.

IN STORE ACTIVATION

Development of marketing collateral including CDU's, product banners, product postcards and visual merchandising as well as working with you to create engaging in-store activation for your customers.

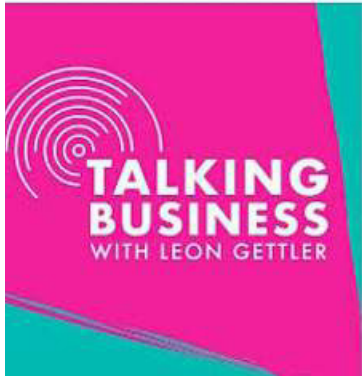


WHERE WE'VE BEEN



The **Daily Telegraph**

THE **business** woman
MEDIA



inside **small**
business



pakmag
pakmag.com.au



Australian Women Online
the hub of home grown inspirational women

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You can rest assured knowing that your baby's discomfort can be taken care of.

Proudly Owned and Made in Australia
AUST L 286 802.
Australian Innovation Patent No. 2017101220.

Nadkarni K.M., 2007. Indian Materia Medica, Popular Prakashan, Bombay, vol. 1, pp. 955-956.

Shojaei, A. and Abdollahi Fard, M. (2012). Review of Pharmacological Properties and Chemical Constituents of Pimpinella anisum. ISRN Pharmaceutics, 2012, pp. 1-8.

WE'RE HERE FOR YOU

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