



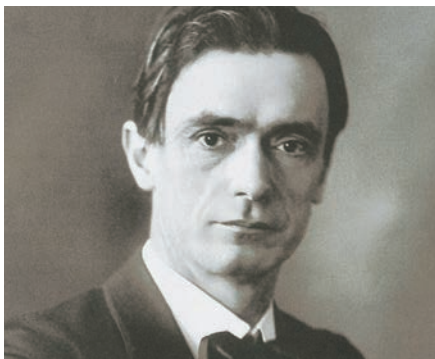
WELEDA

Since 1921

**Natural Care
for Mother and Baby.**

100%
Certified
Natural Care

The Weleda story.



Weleda's heritage dates back to the 1920s, in Switzerland, where philosopher Dr Rudolf Steiner and Dr Ita Wegman developed anthroposophic medicine – a form of medicine that echoes nature's instinctive means of healing.

Weleda places great value on acting in harmony with nature and the human being. We have combined our knowledge of plants and people with well-founded scientific knowledge and respect for the environment. We strive to use only the finest natural ingredients, where possible, sourced from biodynamic, organic and wild crafted suppliers. Sustainability, fair trade and active protection of plant species are all just a matter of course for us.

When you purchase a Weleda product, you can be assured that you have been part of a process that creates sustainable livelihoods for communities in developing countries and that you have helped make a difference to our world.

Quality is our most valued asset.

We want your baby to feel good in its skin, right from the start. That's why the quality of our products is of the utmost importance. After your baby is born, its sensitive skin slowly begins to build up its protecting and regulating functions, which is why it requires special care that gently cleanses and moisturises.

We use only natural ingredients such as rich plant oils in our Calendula Baby Care range, teamed with all the benefits of highly nourishing plant extracts. We developed these very mild products in partnership with a team of midwives especially for the daily care of baby's delicate skin. Certified natural skin care from Weleda does not contain any mineral oil-based ingredients or synthetic fragrances, colourings or preservatives that could affect the skin's natural functions. Weleda products are not tested on animals.



Weleda is a member of the UEBT.



SOURCING WITH RESPECT®

The Union for Ethical BioTrade (UEBT) is a non-profit association which supports local biodiversity by setting a standard for ethical sourcing and production of raw materials.

Member companies of the UEBT are audited to ensure they comply with the Ethical BioTrade principles, ie. use practices that

promote the sustainable use of natural ingredients, while ensuring that all contributors along the supply chain are paid fair prices and share the benefits derived from the use of biodiversity.

The UEBT standard ensures that Weleda's strict quality requirements are not only being met but can also be measured.

www.ethicalbiotrade.org



NATRUE and NEA Certification.



NATRUE is a non-profit organisation that certifies natural and organic skin care products, as well as on the processes and extraction methods.

NATRUE will only certify products for companies who have core principles in line with their strict requirements. Companies will only be certified if at least 75 per cent of their products meet the strict NATRUE certification standards. All Weleda Mother and Baby skin care products are NATRUE certified.



National Eczema Association is a not for profit organisation whose mission is to improve the health and quality of life for individuals with eczema through research, support and education.

Current products approved for the NEA seal are White Mallow Body Lotion & White Mallow Facial Cream.



Caring calendula soothes and comforts.

Weleda uses only certified organic calendula flowers, which are harvested when the valuable active ingredients have reached their highest levels. This way the calendula is able to provide intensive nourishment to the skin, particularly in the development phase. The flowers are hand-picked and blended into a tincture

on the same day thus retaining the natural goodness and vitality of the plant. For centuries calendula has been treasured for its protective and comforting properties, being able to gently soothe irritated skin, leaving it soft and smooth.



Key ingredients in the Calendula range.

Organic calendula soothes reddening and promotes the development of healthy skin.

Organic chamomile soothes the skin and prevents skin irritations.

Almond oil, which is suitable for use on sensitive skin, is rich in polyunsaturated fatty acids.

Sesame oil contains lots of moisturising polyunsaturated fatty acids as well as vitamin E.

Beeswax, a well-tolerated natural substance, protects the skin without affecting its natural functions.

Lanolin protects the skin without affecting its ability to breathe. It is very well tolerated due to its similarity to the natural oils produced by human skin.

Zinc oxide, a mineral substance, binds moisture to the skin and makes it more resistant to irritants.

Natural clay, a natural bulking agent, ensures the correct consistency and binds moisture to the skin.

Xanthan, a natural bulking agent, stabilises the emulsion and ensures the correct consistency.

Glyceryl stearate SE, an emulsifier based on plant oils and plant-based glycerine.

OUR GUARANTEE

Weleda baby care products are thoroughly tested for efficacy and tolerability in an extensive dermatological testing procedure.



Gentle nourishing protection.



Calendula Nappy Change Cream

Rich nappy cream with zinc oxide, extracts of calendula and organic chamomile. Protects the delicate skin of the nappy area. Calms irritated skin and reduces redness.

Calendula Baby Oil, fragrance free

Provides gentle care. Ideal for daily skin care and gentle cleansing in the nappy area, as well as for a gentle baby massage.

Calendula Baby Oil, delicately scented

Envelops your baby's skin and supports its natural functions. Prevents skin from drying out and provides gentle care to leave your baby's skin soft and smooth.

For baby's delicate skin.



Calendula Body Lotion

Gently cares for and moisturises delicate skin. Makes skin feel velvety soft and supports the skin's natural functions. Quickly absorbed.

Calendula Weather Protection Cream

Protects delicate facial skin against cold, harsh weather. Organic almond oil and skin-friendly lanolin form a natural protective barrier and nourish dry skin.

Baby Care Gift Pack

A selection of baby care essentials – Calendula Nappy Change Cream, Calendula Baby Oil and Calendula Shampoo and Body Wash.

Calendula Baby Care Starter Pack

A gift or travel pack of essentials for a new mother – includes mini sizes of Calendula Shampoo and Body Wash, Calendula Baby Oil and Nappy Change Cream.

Bath time care.

Calendula Shampoo and Body Wash

This mild formulation gently cleanses and makes hair easy to comb. Almond oil helps prevent dryness. Extra gentle on the eyes.

Calendula Cream Bath

Gently cleanses and nourishes delicate skin. Provides a feeling of warmth and helps prevent dryness.



Treating Baby.

Baby Teething Powder

Calms and soothes the restlessness and discomfort of teething in children and babies, and can be rubbed directly onto painful gum areas for fast relief.

Baby Colic Powder

Calms and relieves the discomfort of cramping colic pain.

Rash Relief Cream

Effective soothing healing cream for skin rashes (including nappy rash). Zinc oxide helps to form a protective barrier.

Cold & Flu Pilules

Ideal non-drowsy formula helps relieve cold & flu symptoms, including sniffly, blocked noses. Suitable for babies, young children and adults.



White Mallow Baby Care soothes sensitive skin 100% certified natural & organic



The skin is the largest organ in the human body, protecting us from external influences. A baby's skin is five times thinner than an adult's and contains less fat, so moisture can easily escape, which weakens the skin's natural barrier functions. In some babies, this can often lead to dry skin.

In cooperation with midwives, Weleda has developed our new fragrance free White Mallow care range, specifically for baby skin that is hypersensitive or susceptible to eczema. Children affected are often emotionally and physically sensitive and restless, with skin that tends to overreact to common external stimuli such as air pollution and extreme temperatures or hot/dry air in a heated room.

Just like hay fever and asthma, eczema is an atopic disease caused by a genetic

oversensitivity to stimuli. It is a chronic disease characterised by patches of dry, red, scaly skin, often extremely itchy. It primarily appears on the face and extensor sides such as knees and elbows. Stress, anxiety and joy can trigger an attack of eczema, which often occurs in three phases.

Resting phase Skin is normal, possibly dry or lacking oil with slight itching.

Irritated phase Skin is dry to very dry with red patches and cracks. Itching increases and skin becomes tight.

Acute phase Skin is severely irritated, usually with weeping eczema, and chronic itching.

Each phase requires individual care. The White Mallow skin care range helps rebalance the skin's natural barrier and stimulate its regenerative powers.

New



Coming Soon*

Hypersensitive skin needs gentle care.

The Weleda White Mallow skin care range covers the skin in a protective layer. Unlike Vaseline or paraffin oil, skin-related fats can actually stabilise the corneal layer of the skin – helping it to maintain its moisture. At the same time, the skin is deeply hydrated and enveloped in a protective cocoon. Mucilage from the roots of the organic White Mallow, extracts of Pansy, organic Coconut Oil and Beeswax

help protect the skin. The latter complete the range of fragrance free skin care products with their delicate, natural fragrances. We have deliberately avoided the use of fragrance, as children with hypersensitive skin often have difficulty correctly coping with external stimuli such as strong fragrances.

*White Mallow Nappy Change Cream not yet evaluated by NEA

The gentle effect of White Mallow.

As far back as ancient times, White Mallow was highly regarded as a medicinal plant. Unlike many other plants, it feels warm and soft to the touch. It radiates softness and sensitivity, which is why it is well suited to skin that is sensitive or affected by eczema.

From an anthroposophical view, White Mallow has an holistic effect on the nerve-sense system of the skin (epidermis). Its anti-irritant properties help calm and protect hypersensitive skin, relieving itching and promoting healthy skin development. The polysaccharides in its roots are particularly effective and, combined with water, form an organic gel or mucus which provides moisture, alleviates irritation and envelops the skin in a soothing cocoon.

White Mallow Baby Care also contains:



Pansy calms and moisturises the skin.

Organic Cold Pressed Coconut Oil rich in saturated fatty acids, helps form a natural protective layer on the skin.

Borage Seed Oil rebuilds the skin's natural barrier using triple-unsaturated omega-6 fatty acids (gamma-linolenic acid).

Organic Safflower Oil rich in linolenic acid, helps rebuild the skin's natural barrier.

Organic Sesame Oil gentle to the skin, thanks to its polyunsaturated fatty acids and valuable vitamin E.

Organic Beeswax protects the skin without affecting its natural functions.

Organic Cocoa Butter high in valuable saturated fatty acids, forms a protective layer on the skin, preventing it from drying out.

COMING SOON

White Mallow Nappy Change Cream
Fragrance free 50ml*

Protects and nourishes
the nappy area

*not yet evaluated by NEA



The Weleda efficacy test.

The products in the White Mallow range were tested by certified, independent institutes under medical supervision for their skin tolerance and effectiveness. They were tested on babies, children and adults with sensitive to atopic skin or eczema. To corroborate all statements relating to the Weleda White Mallow range, we have carried

out patch tests, user tests with questionnaires and equipment based measurements on test persons. All products demonstrated very good skin tolerance and proved to be suitable for people with hypersensitive skin to eczema. Here is a detailed and compelling list of test results. They speak for themselves!

White Mallow Face Cream,
Fragrance free 50ml

Gently nourishes and
soothes hypersensitive skin



Test results:**

- + Calms the skin
- + Provides intensive moisture
- + Relieves itching
- + Strengthens the skin's protective function
- + Protects against harmful environmental influences

White Mallow Body Lotion,
Fragrance free 200ml

Gently nourishes and
soothes hypersensitive skin



Test results:**

- + Calms the skin
- + Provides intensive moisture
- + Relieves itching
- + Cools the skin

** Subjects: 105 testers

Your Guide to Baby Massage.

Soothing body and soul.

Babies react positively to the touch. It is by touching things that they become acquainted with their environment. A gentle massage helps babies become familiar with their bodies and to feel at ease with them. Pure plant oils nourish and protect the skin

with an extra layer and also promote its healthy development. We recommend using Calendula Baby Oil.

For more information go to www.weleda.com.au/babymassage or www.weleda.co.nz/babymassagenz

Baby massage is a time of pleasure and relaxation and is very beneficial for your baby. It helps your baby to relax, allows them to fall asleep faster and sleep longer and develops a unique bond between parent and child. It is also important for the development of your baby. During the first few months of their life your baby corrects their foetal position by stretching their muscles and learning to control movements.

Baby massage helps to:

- stimulate baby's muscle coordination and flexibility
- stimulate blood circulation and regulate heart rhythm and breathing
- activate the metabolism
- create an alert and socially oriented child
- relax baby and hence reduce the production of stress hormones,



allowing baby to fall asleep faster, sleep longer and more deeply and be less irritable when awake.

Weleda Calendula Baby Oil is ideal for baby massage, it is 100 per cent natural and dermatologically tested for baby's sensitive skin.



Foot Massage.

1. Place your baby's foot between your index and middle finger (V Hold). This way you will be able to follow your baby's flexion and extension movements while continuing the massage.
2. If your V hold is correct you should be able to use both thumbs to massage

the sole of your baby's foot, the toes, the ankles and so forth. Children love this ... and who doesn't!
Both feet should always be massaged equally and you should avoid applying too much pressure to the sole of the foot.

Tips for Relaxing Baby.



Take the time to focus completely on your baby, letting go of all potentially distracting thoughts

- Remove rings, watch and bracelets
- Make sure the environment is pleasantly warm and cover any parts of your baby's body that you are not massaging to prevent baby from getting cold
- Talk softly and gently to your baby but try not to talk constantly, your baby also enjoys the peace and calm during the massage
- Warm the Calendula Baby Oil in your hands before you start
- Start with gentle strokes, so that your

baby becomes accustomed to the movement over their skin

- Get into a comfortable position making sure your arms and shoulders are relaxed. Your hands should be flexible and in complete contact with your baby's skin
- Try to maintain contact with your baby even when reaching for more oil
- Use long firm strokes and be careful not to tickle your baby.

Find just the right moment to massage your baby. It could be after a nap, half an hour after feeding, however not immediately after the baby has eaten.

Baby sleeps longer and deeper.



Leg Massage

1. Place your left hand on your baby's bottom.
2. Place your right hand under your baby's thigh and wrap your fingers around it to form a ring.
3. Move your hand down the thigh while twisting and gently pulling your hand outward then continue on down the rest of the leg while twisting your hand inward.

This type of hold helps exert gentle traction. Make sure you let go of your baby's foot

slowly to avoid the unpleasant triple flexion reflex for your baby (legs involuntarily drawing back up towards the chest).

Back Massage

1. Place your right hand on your baby's left shoulder.
2. Relax your arm and slide your hand down slowly towards your baby's right buttock.
3. Meanwhile gently place your left hand on your baby's right shoulder.
4. As soon as the first hand reaches baby's right buttock begin to gently slide your left hand down towards the left buttock.
5. At the same time remove the first hand from the buttock and place it back on your baby's left shoulder. You should get a fluid, harmonious movement using both your hands while always maintaining one hand in contact with your baby's skin. Remember to use a firm but gentle touch so your massage is more than a caress.



Relaxing Bath time.

Water is the element that babies know best from their time in the womb, which is why they generally love bath time. A water temperature of 37°C is ideal and will enable your baby to relax.

It is very important to dry your baby's skin gently but thoroughly after a bath. In order to avoid irritations and to protect baby's skin from drying out, we recommend using skin care products containing natural plant oils.

Pregnancy and breastfeeding.



Pregnancy and breastfeeding will not just change your life but will also change your body's requirements. Your skin and breasts in particular will be subjected to

great stress over an extended period. This means you need to take extra care of these areas.

Nipple Care Cream

A light yet rich moisturiser designed for use during pregnancy and breastfeeding to tone nipples in preparation for breastfeeding; nourish sore nipples or relieve tender cracked nipples.

Stretch Mark Massage Oil

Helps prevent stretch marks on the stomach, breasts, thighs and hips. Nourishes and smooths the skin and protects against dryness.

Nausyn


Provides relief of nausea and can be used for relief of morning or travel sickness.

Perineum Massage Oil

Formulated with gentle almond oil and vitamin rich wheat germ to nourish and prepare the skin for child birth. Regular massage (from week 34) into the soft tissue region between the vagina and anus - the perineum - will help increase blood flow and elasticity and assist in the prevention of tearing.

Nursing Tea

Contains 100 per cent certified organic plant ingredients, traditionally used to support relaxed and harmonious breastfeeding and to promote healthy milk flow.



Pamper yourself.

Pregnancy and the week's following childbirth are a time of great change, and the skin is subject to major changes too. It becomes more sensitive and therefore

requires special care. Weleda's Almond Soothing Facial Care range is perfect for sensitive skin.



Almond Soothing Facial Oil

An enriching, protective treatment for dry sensitive skin, particularly useful as an eye make-up remover or night treatment for tired and dull skin.

And don't forget to relax and look after yourself!

Lavender Relaxing Bath Milk

Ideal to soothe and relax your body after a turbulent day, it will also help promote a peaceful night's sleep.

Organic Blackthorn Elixir

This is a strengthening tonic, ideal during and after pregnancy to recharge and revitalise. Blackthorn is particularly suitable if you are exhausted or drained of vitality.

Ideal pick me up tonic for children and adults convalescing.

Everon® Lip Balm

Carefully formulated to protect lips against drying, cracking and chapping, delicately scented with musk rose – this is a must for every mum and mum-to-be!

Sea Buckthorn Hand Cream

Protects your hands from dehydration and leaves them feeling soft and supple. It penetrates quickly, without leaving a greasy film.

Relaxing Drops - Avena Comp

These non-drowsy, non-habit forming drops help calm nervous tension, mild anxiety and promote sleep.

100%
Certified
Natural




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Since 1921

Gentle protection and care from baby's very first day.

Weleda Calendula Baby Care products protect and nourish your child from its very first day – completely naturally and gently. Calendula is an important active ingredient because it perfectly supports delicate skin's development and provides it with an extra protective layer.

Our skin care products are developed in partnership with midwives and are specifically designed to fulfil the requirements of babies' and children's delicate skin.

Available in health food shops and selected pharmacies.

www.weleda.com.au or www.weleda.co.nz

In harmony with nature and the human being

