

PRODUCT INFORMATION SHEET

wotnot baby wash

An extra gentle cleanser suitable for use from head to toe. Cleanse and nourish delicate skin and hair without removing baby's natural oils. Enriched with certified organic flaxseed oil, a rich source of health-essential omegas, plus chamomile and vitamin e to soothe, calm, nourish and heal. Get baby's bedtime off to a soothing start or use as a shower gel for all the family.



SIZE: 250ml

RRP: \$14.95



FEATURES

BENEFITS

100% natural with certified organic ingredients	Gentle enough for babies and sensitive skin
Certified organic aloe vera leaf juice	High concentration of healing, antiseptic and anti-inflammatory agents.
Certified organic flaxseed oil	Rich source of omegas 3 and 6 - considered essential to human health
Certified GMO-free Vitamin e	Helps to protect and nourish baby's skin
Certified organic chamomile oil	Soothing, calming and healing action useful for hypersensitive skin, rashes, and wounds
Certified organic brown rice flour	Source of vitamins B1, B3, and B6
NO sulphates, petrochemicals, parabens, caustics or glycols	100% natural ingredients for child's safety
NO artificial fragrances or preservative	Non-irritant
NO animal extracts or animal testing	Cruelty free
Natural bubble bath	Great for older children - just squirt WOTNOT baby wash under fast running water

KEY INGREDIENTS

Aloe vera leaf juice*, decyl glucoside, glycerine*, purified water, xanthan gum, flaxseed oil*, d-alpha tocopherol (certified gmo-free vitamin e), panthenol, sweet orange oil*, essential oil of rose, chamomile oil*, rose geranium oil*, rice flour*, citric acid, potassium sorbate (food grade preservative).

*certified organic ingredients

STOCKISTS

Baby, Health and Pharmacy outlets nationally – see www.wotnot.com.au for full list of stockists

KEY COMPETITOR COMPARISONS

ACO certified organic 78% – independently assessed and certified by the Australian Certified Organic standard (unlike Gaia, Bod, Nourish, Cherub Rubs, Weleda, Natralia).

Value offering – better value per tube (250ml) than direct competitor (Aromababy)

Product offering – 100% natural (unlike Gaia, Bod, Nourish)