

# wotnot®

100% wot's good, 0% wot's not

## Wotnot biodegradable baby wipes

**WINNER Organic Expo Gold, Beautyheaven Glosscar & My Child Excellence Awards**

Australia's leading natural baby wipe loved by mums and bubs everywhere. The natural gentle ingredients including vitamin e and Australian certified organic aloe Vera mean less irritation while the extra large size means each wipe goes further toward keeping your baby's bottom clean. 100% biodegradable and compostable, these wipes are even gentle on the environment.

**Size: 70 wipes per pack (19 x 21cm each)**

**RRP: \$6.99**



### FEATURES

### BENEFITS

Extra large wipe (19x21cm)	Use less wipes for comparatively better value
NO chlorine	Non-irritant
FSC certified* - 100% biodegradable and compostable	Cares for our environment, gentle on baby's skin
Australian certified organic aloe Vera	Moisturises and heals the skin
Certified GMO-free vitamin e	Helps to protect and nourish baby's skin
NO sulphates, petrochemicals, parabens, caustics or glycols	100% natural ingredients for child's safety
NO artificial fragrances or preservatives	Non-irritant
NO animal extracts or animal testing	Cruelty-free

\* FSC - Forest Stewardship Council is an independent, non-governmental, not-for-profit organisation established in 1993 to promote the responsible management of the world's forests. Through democratic process the FSC effects solutions to the pressures facing the world's forests and forest-dependent communities. The FSC label ensures that the forest products used are from responsibly harvested and verified sources.



### KEY INGREDIENTS

purified water, certified organic aloe barbadensis (certified organic aloe vera), caprylyl/capryl glucoside (extra mild surfactant), glyceryl caprylate (vegetable emollient), potassium sorbate and citric acid (extra mild preservatives)

### STOCKISTS

Baby, Health and Pharmacy outlets nationally – see [www.wotnot.com.au](http://www.wotnot.com.au) for full list of stockists

### KEY COMPETITOR COMPARISONS

Value offering: Extra large size wipes (19x21cm) makes each wipe go further

Product offering: Certified 100% biodegradable cloth

NO Propylene glycol PEGs, Phenoxyethanol, Didecylidimonium Chloride, Lauralkonium Chloride, Methylparaben, Propylparaben, Benzoic Acid, Ethylparaben (**unlike competitor brands including Clearly Herbal, BioBaby, Pigeon, and Gaia**)



Vegan



Gluten free



Not tested on animals



Certified organic ingredients



Unscented for purity



Biodegradable & compostable



Australian owned

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