

PRODUCT INFORMATION SHEET

wotnot baby balm

A nourishing emulsion enriched with a high concentration of Australian certified organic aloe vera, tea tree and papaya extracts that supply powerful antiseptic, anti-inflammatory and healing properties direct to the problem area. Certified organic beeswax helps the balm adhere to the skin while certified organic olive and flaxseed oils absorb quickly to nourish and moisturise. Fragrance and paraben free to ensure your baby's skin is gently feed and soothed from the outside in.

Not just for baby this balm is a soothing, cure-all for all ages; suitable for rashes, cuts, scrapes, burns even bug bites, apply to nipples dry and sore from breast feeding, cracked lips and even cuticles.

SIZE: 100ml
RRP: \$16.95



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 papaya (pawpaw) extract	Antiseptic and anti-inflammatory properties
Certified organic tea tree oil	Antibacterial and anti-inflammatory properties, cooling effect
Certified organic comfrey oil	Healing agent for wounds and rashes
Certified organic chamomile oil	Soothing, calming and healing action useful for hypersensitive skin, rashes, and wounds
Certified organic flaxseed oil	Nourish, smooth and moisturise skin. Anti-inflammatory omega-3 fatty acids help reduce red skin and irritation
Certified organic olive oil	Vitamin e and fatty acids help to moisturise and heal the skin
Certified GMO-free Vitamin e	Helps to protect and nourish babies skin
Certified organic beeswax	Anti-inflammatory, antibacterial and antiviral benefits. Natural product thickener.
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

KEY INGREDIENTS

Aloe vera leaf juice*, beeswax*, olive oil*, stearic acid, sorbitan olivate and cetearyl olivate (vegetable emulsifiers), vegetable glycerine*, flaxseed oil*, carica papaya (pawpaw) extract*, purified water, xanthan gum, d-alpha tocopherol (certified gmo-free vitamin e), brown rice flour*, chamomile oil*, tea tree oil*, comfrey oil*, potassium sorbate (food grade preservative).

*certified organic ingredients

STOCKISTS

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

KEY COMPETITOR COMPARISONS

Value offering – better value than direct competitor (Aromababy, Burts Bees, Nature's Child, Eco Store)

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

ACO certified organic 79% – independently assessed and certified by the Australian Certified Organic standard (unlike Gaia, Bod, Nourish, Cherub Rubs, Weleda, Natralia).