

Committed to Purity & Safety For Your Baby

The Purist Company is committed to meeting the highest standards of purity and safety when selecting ingredients for use in [A'kin] PureBaby. The following issues are most important to consumers concerned about the purity and safety of the personal care products they use on their baby every day.

IRRITANT SULFATES

Sulfates is the common use name for a group of cleansing ingredients which are used by most manufacturers worldwide due to their low cost and strong cleansing power. The most commonly used sulfates are sodium lauryl sulfate (SLS) and ammonium lauryl sulfate. Due to their powerful irritancy, [A'kin] PureBaby is SULFATE FREE.

TOXIC PRESERVATIVES

Together with fragrances, preservatives are the most common cause of allergic reactions to some cosmetics and toiletries. We avoid using formaldehyde, methylisothiazolinones, DMDM hydantoin, diazolidinyl and imidazolidinyl urea, and quaternium 15 due to their unacceptable irritancy. We also avoid the parabens due to the recent discovery of their oestrogen mimicking effects. [A'kin] PureBaby products are designed to be self preserving, using low levels of safe product stabilisers enhanced by the antimicrobial effects of essential oils such as sandalwood, and water purified to the stringent BP standard.

ETHOXYLATES & DIOXANE

Ethoxylates are a large group of ingredients used in most brands of cosmetics around the world. They have been shown to contain the impurity 1,4-dioxane, of concern to industry regulatory bodies due to its status as a toxin and carcinogen known to be absorbed through the skin. Further, ethoxylates, which do not occur naturally and are derived from petrochemicals, are unstable and have been shown to break down in strong sunlight to form skin damaging free radicals. The most commonly used ethoxylates are sodium laureth sulfate (SLES), the polysorbates and PEG's. [A'kin] PureBaby is ETHOXYLATE FREE.

PROPYLENE GLYCOL

Propylene glycol is an inexpensive, petrochemically derived humectant (moisturiser). It is a primary irritant and should be avoided by those with sensitive skin. Instead of propylene glycol [A'kin] PureBaby use the safe and effective plant derived humectants glycerin and sorbitol in a synergistic combination.

NITROSAMINE IMPURITIES

The presence of nitrosamine in personal care products is a major concern within the cosmetic industry. Nitrosamines are formed as pollutant by-products in a number of cosmetic raw materials, particularly those containing DEA (diethanolamine). They may also be formed within the cosmetic after it is made. Nitrosamines are toxic and carcinogenic. [A'kin] PureBaby avoids ingredients likely to be contaminated with nitrosamines.

ARTIFICIAL FRAGRANCES

The term fragrance in an ingredient listing almost always denotes the use of synthetic fragrance compounds, even if some essential oils are also listed as ingredients. Fragrances are known to cause the majority of allergic reactions to cosmetics and toiletries. [A'kin] PureBaby uses 100% botanical fragrances certified organic where possible, chosen for their skin friendly compatibility.

The [A'kin] PureBaby Difference

The difference lies in the unique botanical blends and special nourishing ingredients, scientifically proven to offer pure, gentle protection for your baby's delicate skin.

The Purist Pledge

We pledge that these ingredients are present in an amount sufficient to have a significant positive effect, and are free from objectionable impurities and toxic preservatives. The result: exquisitely fragranced, naturally-based, ingredient-rich products for radiantly healthy looking skin and hair for total peace of mind.




[A'kin]
pureBaby®
www.purist.com

AUSTRALIAN  MADE & OWNED

[A'kin] PureBaby® packaging is recyclable.
[A'kin] PureBaby® is a registered trademark of

THE PURIST  COMPANY

© Copyright 2009 The Purist Company

Printed on 50% recycled content, chlorine free paper PLEASE  RECYCLE

THE PURIST COMPANY PTY LTD Sydney, Australia
The Purist Company (Europe) Ltd London W1U 6PZ, UK

For more information visit www.purist.com

Or contact us at info@purist.com or freecall (Australia) 1800 631 283

90260

[A'kin]
pureBaby®



pure, gentle protection

Created in Australia using the purest & most gentle botanical ingredients to nurture, protect and care for your baby naturally.



PARABEN + SULFATE FREE

[A'kin] pureBaby®

[A'kin] PureBaby offers a complete range of baby care products, each carefully crafted with unique botanical blends for the most precious skin.

With a pure, mild, non-drying body and hair cleanser, a nurturing moisturiser featuring certified organic shea butter and rosehip oil and a soothing barrier cream with organic avocado oil and zinc oxide, [A'kin] PureBaby is especially kind to your baby's skin and gentle enough to use every day.

The pure-blend massage oil with certified organic calendula and lavender oils makes bonding time with baby extra special, while the delicate body and room spray mist will soothe and calm your baby for a more restful sleep.

Why Use [A'kin] PureBaby?

Your baby's skin is fragile and is more likely to be sensitive to possible irritants. All ingredients used in the [A'kin] PureBaby range are naturally derived and have been specifically selected as gentle enough to use even on the most delicate skin.

To offer the ultimate in care and protection, [A'kin] PureBaby products are also free from parabens and other ingredients including sulfates which can cause skin irritation.



[A'kin] PureBaby uses the purest ingredients, chosen for their skin friendly compatibility, carefully crafted into highly effective formulas to give your baby healthier looking skin.

[A'kin] PureBaby products are free from sulfates, ethoxylates, parabens, propylene glycol, petrochemical cleansers, silicones, phthalates, mineral oils, DEA and artificial colours.

[A'kin] PureBaby products are ingredient-rich, vegan, using certified organic ingredients where possible, 100% natural botanical aromatherapy and formulated without animal ingredients or testing.



SOFTENING body wash & shampoo

gently cleansing, non drying

Blended with the mildest non-drying botanical cleansers and enriched with skin moisturisers including cornflower to gently care for your baby's delicate skin. Your baby's skin and hair will smell fresh and feel soft.

"Two in one – saves time & money & did not hurt my baby's eyes."

Nicola, North Perth, WA

NURTURING moisturiser

soothing, calming, softening

Enriched with a unique combination of pure natural botanicals this specially formulated moisturiser helps soothe, calm, soften & hydrate while caring for your baby's delicate skin. Contains certified organic rosehip oil, certified organic shea butter, jojoba oil & aloe vera.



"There aren't many moisturisers on the market that I would trust to use on a baby's face, this one I would trust."

Kate, Northbridge, NSW



PROTECTIVE bottom balm

calming, soothing, natural barrier

This rich soothing formula contains certified organic avocado oil, jojoba oil and zinc oxide to help provide a natural barrier against water penetration. Vitamin E, certified organic shea butter and pro vitamin B5 help to soothe, calm and moisturise your baby's skin.

"A good product for nappy rash is worth paying for!"

Adele, Wentworthville, NSW

COMFORTING massage oil

gentle, soothing, pampering

The purest botanical ingredients have been chosen to gently soothe, comfort & calm your baby. This unique blend of geranium, rose jasmine, certified organic calendula, certified organic lavender, orange flower, ylang ylang and sandalwood creates the perfect baby massage experience.



"I used this just after bathtime and before bedtime & my baby settled really well – it is great. I love this product."

Kate, NSW



PEACEFUL calming mist

calming, comforting, moisturising

This delicate mist is a unique, gentle blend of chamomile, aloe vera, lavender, cornflower & pro vitamin B5 which help provide calming, soothing & cooling relief to your baby's skin. Enriched with the scent of lavender it also doubles as a room spray to help soothe & calm your baby.

"I liked the whole concept. I haven't used anything like it for my baby before."

Catherine, North Rocks, NSW

paraben & sulfate free

pure, gentle protection

caring for your baby naturally