

Herald Sun July 21 2004

## **Natural skincare**

THE skincare industry seems mighty appealing to mothers keen to run a business from home. However, some consumers are concerned over hygiene and quality control protocols which may not exist in the kitchen or backyard shed.

That's why Catherine Arfl, founder of Aromababy natural skin-care, made a commitment to produce her natural baby care in a laboratory from day one.

"We have a responsibility to ensure our users have access to the absolute highest levels of manufacture possible," she says.

"To be able to source pure, organic ingredients and formulate without petro-chemicals is fabulous. But producing skincare is serious stuff. We prefer to access TGA facilities and work with a team who share our vision. It costs more to produce this way, but is extremely important."

Aromababy is sold in pharmacies across Australia and overseas. Ph: 9464 0888