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Mothers of Invention

A group of mums think business and babies are a great combination. On the eve of Mother's Day, OLGA GALACHO talks to them.

An aromatherapy-based business born of the need to create baby-friendly products is Catherine Arfi's Aromababy.

She launched her infant toiletry division almost 10 years ago when she was 12 weeks pregnant with her first child.

When the baby was born, Ms Arfi and her partner Oscar chose not to put him in care. Eight years later, Beau and his brother Jacob 2 are 'part of the business they helped to create'.

Despite her busy schedule, Ms Arfi still managed to breastfeed her youngest son for almost two years, including having to stop and then resume feeding after an overseas business trip.

She says her children are the inspiration for the development of her brand and they are never far from her Thomastown office!