

Press Alert – October 2010

## Growing the green baby business ...

**Snapped up by swish resorts around the world, received by celebrity parents including John Travolta, Dannii Minogue, Princess Mary to Tiger Woods, Jamie Oliver to supermodels Claudia Schiffer and Kate Moss, used in select hospitals and found in leading hotels, luxury positioning is certainly something which ensures Aromababy partners premium branding, yet still with the ability to be regarded as a 'mainstream' brand. Testament to this is the recent expansion of Aromababy into Priceline beauty stores. This additional distribution will further secure Aromababy's position as the leading natural & organic baby skincare brand in Australia...**

Developed around fifteen years ago by Aussie entrepreneur/aromatherapist and mother of two, Catherine Cervasio, Aromababy was the first natural baby brand to focus on using organic ingredients. In addition, Catherine says Aromababy is based on neonatal research, an important factor in being accepted by health professionals around the world as a reliable alternative to more commercial type brands.

**Despite being launched so long ago, this brand was way ahead of its time, formulated using gmo free natural (non acetate) vitamin e and superior, nourishing oils including calendula and evening primrose. Deliberately overlooked were the conventional synthetic and petro chemical derived ingredients including mineral oil, added color, artificial fragrance, sulphates, animal ingredients, dimethicone, parabens, talc, cocoamphodiacetate and propylene glycol. As a result of superior ingredient choice and effective formulating directed by Catherine herself, Aromababy has enjoyed success on problem skin including skin affected by eczema prompting Catherine's long-time support of the Eczema Association of Australasia - a coup in itself for the Association with many "me too" brands following suit, helping to generate much needed funds.**

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Images/interviews Catherine Cervasio T 613 9464 0888 F 613 9464 2888 E [info@aromababy.com](mailto:info@aromababy.com)  
W [www.aromababy.com](http://www.aromababy.com)