



NEWS

MINERAL POWER IN BABY PRODUCTS

February 15, 2010:

Today the cosmetic industry is booming with products that harness the power of minerals, but did you know that minerals can be used in babycare too?

Little Innoscents Baby Powder is made from **Kaolin (Australian White Clay)** - a mineral derived from our very own beautiful outback and has some spectacular healing properties.

It works almost magically to evaporate excess moisture and absorb toxins, protecting baby's delicate skin from chaffing, odour, infection, and irritation.

It's also soothing with added Australian Certified Organic **Lavender** and **Spearmint Essential Oil**.

This super powered product is innovative and simply a nursery must have!

Perfect for:

- Hot and sunny days to control sweat rash and chafing
- Applying into the skin folds of newborns
- Eczema Management
- Nappy Changing
- After a bath

Available from:

Priceline, health food stores, pharmacies and on the Little Innoscents website (www.littleinnoscents.com.au) for RRP \$8.99.

100% Australian Made and Owned
100% Natural
Australian Certified Organic

MEDIA ENQUIRIES: marketing@littleinnoscents.com.au

