



**DID YOU KNOW?**

Many hair & body washes use nasty sulphates that coat your hair and dry out the skin.

With Little Innoscents we aim to moisturise and protect with naturally-derived plant materials.



# NEW CHERRY COCONUT HAIR & BODY WASH 250ML

**PRESS RELEASE: FOR IMMEDIATE RELEASE, APRIL 2016**

**Little Innoscents is pleased to announce that it will be adding a New Cherry Coconut Hair & Body Wash to complement its existing range.**

Due to customer demand, Antonette Golikidis founder of Little Innoscents, is delighted to introduce the new Cherry Coconut scent.

This wash simply smells amazing. Scented with the delightful flavors of cherry coconut, our luscious all in one gel is made specifically from naturally-derived plant materials and plant extracts that will replenish and hydrate the skin leaving your body feeling fresh and radiant.

We have added plant based fatty alcohols and glucose (corn starch) to offer a mild and gentle, surfactant that lathers and gives us bubbles without nasty sulphates and because it does not dry the skin it is ideal for the formulation of this bath and shower gel.

Ideal to use daily on any skin type, even the most sensitive, and beautifully pH balanced to ensure it doesn't strip away the body's natural oils. This hair and body wash has truly irresistible qualities.

Our wash is gentle and safe to use from top to toe in one easy step and has a complementary Conditioner that is perfect for detangling the hair.

**RRP\$12.99**

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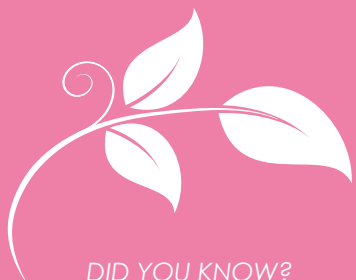
For more information, product requests or interviews please contact: [marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



## Ingredients

Aloe Vera (Aloe Barbadensis Leaf Juice)\*, Emulsifying Wax (Decyl Glucoside & Coco Glucoside), Vegetable Glycerine, Xanthum Gum, Preservative (Glyceryl Caprylate), Jojoba Oil (Simmondsia Chinensis)\*, Cherry Coconut Extract, Aqua (and) Lactic Acid.

\*Denotes Certified Organic



DID YOU KNOW?

*Rather than coating your hair and scalp with 'artificial chemicals and silicon's', condition your hair with natural, organic, ingredients to make it silky smooth soft, shiny and manageable.*



# NEW CHERRY COCONUT CONDITIONER 250ML

**PRESS RELEASE: FOR IMMEDIATE RELEASE, APRIL 2016**

**Little Innoscents has launched a New Cherry Coconut Hair Conditioner to complement its new Hair & Body Wash in the range. This exciting new innovation in the Little Innoscents organic range is set to raise a new standard in the organic baby care industry.**

The Little Innoscents Conditioner will be a favourite amongst mums as it detangles, replenishes and smooths out kid's hair and fly-aways. Blended from naturally-derived plant materials and plant extracts this is a product must have.

Little Innoscents have created this natural and soothing cream Conditioner that is derived solely from fermentation and plant materials using sustainable green chemistry to bring you the very best in a certified organic product the serves to soften and soothe the hair.

Ideal to use daily on any skin type even the most sensitive and beautifully pH balanced to ensure it doesn't strip away the body's natural oils give this conditioner truly irresistible qualities.

**RRP\$12.99**

ENDS.

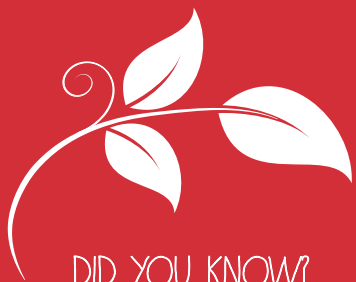
For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



## Ingredients

Aloe Vera (Aloe Barbadensis Leaf Juice)\*, Vegetable Glycerine, Brassicyl Isoleucinate & Brassica Alcohol, Emulsifying Wax (Cetyl Stearyl Alcohol) Preservative (Glyceryl Caprylate), Jojoba Oil (Simmondsia Chinensis)\*, Guar Gum (Cyamopsis Tetragonoloba), Cherry Coconut Extract.

\*Denotes Certified Organic



## DID YOU KNOW?

*Most paw paw balms on the market use petroleum jelly or Vaseline. The interesting thing about this is, that although it feels like it is moisturising, it is actually a sealant. So it creates a seal over the skin and moisture is trapped underneath rather than evaporating off skin.*

*As well as paw paw we use nourishing beeswax, shea butter and calendula to enhance our balm.*



# NEW PAW PAW BALM 50ML

**PRESS RELEASE: FOR IMMEDIATE RELEASE, APRIL 2016**

## Petrochemical Free

If you are Australian, you have at some stage used a paw paw balm or ointment as a topical application.

With many petroleum based products on the market that feel moisturising but actually clog the pores and seal over the skin it was really important for Little Innoscents to offer a certified organic solution that is so much more.

The Little Innoscents Paw Paw Balm is filled with nourishing beeswax, shea butter and calendula and most importantly Australian organic paw paw to heal and hydrate the skin. Use as a lip balm, nappy rash salve, insect bite relief, after sun care, cracked nipples and everything in between. Its so safe for all the family and your baby.

Australian-made, this multipurpose ointment is free of petrochemicals, parabens, artificial colours and fragrances. Consumers are demanding that effectiveness goes hand-in-hand with the best natural ingredients. This all-natural multipurpose balm deeply nourishes, soothes and conditions dry skin and moisturises in the most natural way.

Priced at **RRP \$7.95**, our organic Paw Paw Balm comes in an easy to use 50ml squeeze tube with a flip-top cap.

ENDS.

For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



## Ingredients

Helianthus Annuus (Sunflower) Seed Oil\*, Butyrospermum Parkii (Shea) Butter\*, Cera Alba (Beeswax)\*, Persea Gratissima (Avocado) Oil\*, Carica Paypaya Fruit Extract, Tocopherol (Vitamin E) Helianthus Annuus (Sunflower) Seed Oil, Cherry Coconut Extract, Calendula Officinalis Flower Extract.

\*Denotes Certified Organic



*Essential Oils Blends*

Tranquility  
Heavenly  
Serene  
Purity  
Breathe Easy  
Clean Easy

*Pure Essential Oils*

Eucalyptus  
Geranium  
Lavender  
Lemon  
Lemongrass  
Palmarosa  
Peppermint  
Rosemary  
Rosewood  
Spearmint  
Sweet Orange  
Tea Tree  
Ylang Ylang



# NEW SIGNATURE SCENTS ESSENTIAL OIL RANGE

**PRESS RELEASE: DECEMBER 2015**

**“Cleanse, detoxify soothe and energise using aromatic essential oils....”**

Little Innoscents today announced that it will be adding a New Signature Scents Essential Oil range to the award winning brand.

Due to customer demand for more mother and pregnancy products Antonette Golikidis founder of Little Innoscents is delighted to introduce the new signature scents.

This new Signature Scents range of Essential oils offers premium individual selected essential oils and blends.

Antonette says “At Little Innoscents we’ve come up with the perfect range of natural essential oils and blends which will create the right moment for you. So whether it’s a good night’s sleep or the need to feel refreshed, we can help. Our essential oils can also inject vitality and energy back into your life or help you breathe that bit easier when feeling the effects of a winter chill.”

Little Innoscents has been developed by an Aromatharapist so you won’t be disappointed by quality or selection on offer. Each oil contains powerful active ingredients that help to restore the natural flow of energy to reach a sense of balance, harmony and health.

The new range boast 13 individual natural essential oils and 6 blends that will help relax, stimulate, refresh and clean your home. Our oils offer a safe alternative to synthetic fragrances manufactured by commercial companies to mask odors create freshness and clean your home. Rest assured that you are offering yourself and family a better solution.

**RRP \$12 - \$20**

ENDS.

For more information, product requests or interviews please contact:  
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Bath Salt  
Aromatherapy Blends

Tranquility  
Heavenly  
Serene  
Purity  
Breathe Easy



## NEW SIGNATURE SCENTS BATH SOAKS

**PRESS RELEASE: DECEMBER 2015**

**Everyone needs a moment to escape.**

Little Innoscents announce their new Bath Soaks to the range. Everyone needs a moment to escape into the bath tub for a much needed soak. Whether it's been a hard day at the office, busy time with the kids or the whirlwind of everyday life we could all appreciate a few moments when you find peace in the day. Well our new bath soak scents allow consumers to transport to exotic destinations with just one sniff and a soak.

Not only heavenly scented but each of our new bath soaks are therapeutically created with Himalayan salts. Containing all of the 84 elements found in your body, the benefits of natural Himalayan Crystal Salt are varied and include the prevention of muscle cramping, bone strengthening and improves circulation, thus helping to reduce the signs of aging and detoxifies the body of heavy metals.

Company founder Antonette Golikidis is excited and really confident about the new product range of bath salts "by bathing in a Himalayan salt bath you are replenishing the nutrients in the body and stimulating circulation and soothing sore muscles. It is naturally rich in 80+ nourishing and skin replenishing minerals, that bathing with our bath soaks is a healing and therapeutic experience for mind and body.

Speaking about the new range Golikidis says "We have been working hard to develop the purest oils and salts for our customers. So we created a new product line that they can relax and enjoy while behind the scene offer a therapeutic solution to tired and worn muscles."

Skin health is a major concern for a lot of people and the Little Innoscents bath salts is a good answer to this." According to Golikidis, adding a Himalayan base in their product range was a big step to encouraging consumers to think about their health.

At the Little Innoscents headquarters we are committed to helping people thrive, survive and blossom under increasingly challenging and stressful modern day life circumstances. Continually searching out and researching additional products to add to their range that will provide people with the kind of tranquility and peace of mind that is represented by the Little Innoscents repertoire of therapeutic and certified organic products.

**RRP \$25**

ENDS.

For more information, product requests or interviews please contact:  
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DID YOU KNOW?

The most common ingredient in vapour balms is turpentine.

The turpentine is then bleached with petroleum jelly and put in a jar!

At Little Innoscents we use therapeutic beeswax and a unique combination of essential oils that helps alleviate stubborn colds in a more natural and quicker way



## WINTER BLUES VAPOUR BALM 75ML

**MEDIA RELEASE: FOR IMMEDIATE RELEASE**

**Breathe easy with a Certified Organic vapour balm to rid those stubborn winter blues.**

100% natural and safe-for-babies, this effective Vapour Rub Balm is a healthy alternative to greasy petrolatum based remedies found on supermarket shelves.

"We formulated an amazing vapour balm without petroleum - instead we use therapeutic beeswax that helps alleviate stubborn colds in a more natural and quicker way" said Antonette Golikidis, Founder of Little Innoscents a children's organic skincare company.

Made from natural Beeswax, Certified Organic Shea Butter and infused with essential oils of Peppermint, Lemon, Eucalyptus and Rosemary, this fresh and zesty balm absorbs gently into the skin to melt away discomfort and restlessness.

"This product is great for babies and by applying a small amount to the soles of their feet, it helps move the product through the bloodstream and clear up chest and nasal congestion" - Antonette.

A unique combination of organic ingredients bring warmth to the body and helps alleviate nasal congestion as well as other uncomfortable cold symptoms such as coughs and runny noses.

"Many people have used traditional vapour rubs which are heavily petroleum based, ingesting chemicals straight in to the bloodstream of your young loved ones".

Because our Winter Blues Balm is completely free from nasty petrochemicals like petroleum and turpentine oil (common in "traditional" vapour rubs), it's safe enough to use from birth on delicate newborn skin.

**RRP\$10.99**

ENDS.

For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



### Ingredients

Sunflower Oil (Helianthus Annuus)\*, Jojoba Oil (Simmondsia Chinensis)\*, Shea Butter (Butyrospermum Parkii)\*, Beeswax (Cera alba)\*, Spearmint Oil (Mentha Viridis)\*, Lavender Oil (Lavandula Angustifolia), Wintergreen Oil (Gaultheria Procumbens), Rosemary Oil (Rosmarinus Officinalis), Eucalyptus Oil (Eucalyptus Globulus), Peppermint Oil (Mentha Piperita), Lemon Oil (Citrus Medica Limonum).

\*Denotes Certified Organic



DID YOU KNOW?

*Most soaps are made from harsh surfactants that are petroleum based, letting toxic chemicals absorb in to your skin.*

*Our organic soap bar effectively removes dirt and grime from the most sensitive skin, while leaving skin beautifully soft, moisturised and smelling heavenly.*



# GOATS MILK CLEANSING BAR 100G

## PRESS RELEASE: FOR IMMEDIATE RELEASE

### Sooth Dry Itchy Skin With Goat's Milk Soap Bar

Enriched with the goodness of Goat's Milk, Manuka Honey and Ylang Ylang, the Little Innoscents Goat's Milk Soap Bar is the ideal cleanser for sensitive skin.

With a unique blend of healing ingredients and a pH balanced formulation, this all-natural cleansing bar is gentle enough to use in the bath or shower on a daily basis.

Manuka Honey is a remarkable natural ingredient that has been proven to possess natural antiseptic and anti-inflammatory properties and also soothes and moisturises the skin.

Coupled with the soothing qualities of Goat's Milk, the Little Innoscents Goat's Milk Soap Bar naturally relieves dry, itchy skin and helps sooth stressful skin conditions.

Our organic soap bar effectively removes dirt and grime from the most sensitive skin, while leaving skin beautifully soft, moisturised and smelling heavenly.

"Soap is just one of those bathroom necessities we use it everyday, but what most people aren't aware of is that many soaps that are on the market can do unrepairable damage to the skin, stripping it of natural oils that are needed to repair skin cells" said Antonette Golikidis, Founder of Little Innoscents.

"If you have suffered from skin conditions or even find your skin takes a little while longer then usual to heal after damage, try our organic soap bar and you will be surprised how good it works for you". With just a small amount of water, this organic soap bar lathers up to a beautiful creamy application which can be applied to all areas of the skin.

**RRP\$3.99**

ENDS.

For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



### Ingredients

Organic Sodium Palmate\*,  
Organic Sodium Cocoate\*,  
Aqua (Purified Water), Organic Glycerin\*,  
Ylang Ylang Oil (Cananga Odorata),  
Organic Shea Butter (Butyrospermum Parkii)\*  
Goats Milk, Sodium Citrate  
and Manuka Honey.

\*Denotes Certified Organic



DID YOU KNOW?

Unlike regular barrier creams that are thick with sticky zinc oxide and chemicals from crude oil and simply sit on the skin.

The Little Innoscents Intensive Soothing Cream actually penetrates the skin and helps to effectively soothe and heal the inflamed area.



# INTENSIVE SOOTHING CREAM 75ML

## PRESS RELEASE: FOR IMMEDIATE RELEASE

### Intensive Soothing Cream Heals More Than Just Red Itchy Bottoms

Not just for sore little baby bottoms, the Little Innoscents Intensive Soothing Cream is a nourishing organic topical application that is ideal for a range of stressed skin conditions.

With 100% natural ingredients and a potent organic formulation, this multi-purpose Intensive Soothing Cream assists in the treatment of redness and itchiness.

From baby bottoms, to your husbands shaving rash, to mosquito bites, sunburn and a wide range of skin issues, the Intensive Soothing Cream is a powerful product and a must-have in any family's medicine cabinet.

With 100% natural ingredients and a powerful organic formulation certified by the ACO, this multi-purpose Intensive Soothing Cream alleviates a range of different skin ailments and conditions.

Formulated with healing Calendula extracts, it helps to calm the skin with its powerful anti-inflammatory properties, while Rosewood assists with the stimulation and regeneration of healthy skin cells.

The Intensive Soothing Cream is also designed to be deeply moisturising, with certified organic Shea Butter and Avocado Oil to help provide much needed moisture as well as valuable antioxidants. Unlike regular barrier creams that are thick with sticky zinc oxide and chemicals from crude oil and simply sit on the skin, the Little Innoscents Intensive Soothing Cream actually penetrates the skin and helps to effectively soothe and heal the inflamed area.

The Little Innoscents Intensive Soothing Cream can be used after each nappy change to refresh, protect and calm redness and irritation of delicate skin.

This also makes our Intensive Soothing Cream ideal for eco-friendly cloth nappies, as it washes out easily and won't damage or stain fabric nappies.

**RRP\$10.99**

ENDS.

For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



### Ingredients

Aloe Vera Juice (Aloe Barbadensis Leaf Juice)\*, Vegetable Glycerine, Sunflower Oil (Helianthus Annuus)\*, Shea Butter (Butyrospermum Parkii)\*, Emulsifying Wax, Avocado Oil (Persea Gratissima)\*, Beeswax (Cera Alba)\*, Xanthan Gum, 100% Propriety Blend of Essential Oils (Aroma), Vegetable Glycerine, Lavender Oil (Lavandula Angustifolia)\*, Rosewood Oil (Aniba Rosaeodora)\*, Calendula C02 Extract Oil (Calendula Officinalis)\*.

\*Denotes Certified Organic





90% of baby shampoos have foaming agents in them.

The common components used in their formulation can cause eye irritation, eczema and other conditions that dry out the skin.

The Little Innoscents Hair & Body Wash is naturally low suds and sulphate free.



## HAIR & BODY WASH 250ML

### PRESS RELEASE: FOR IMMEDIATE RELEASE

#### Invigorating Hair & Body Wash Cleanses & Refreshes

Little Innoscents' top selling organic skincare product is our deeply cleansing and refreshing Hair & Body Wash.

A favorite with the entire family, this all-in-one hair & body wash is bursting with heavenly essential oils of Spearmint, Lavender and Sweet Orange. You will instantly fall in love with its fresh scent and invigorating qualities.

"We have recently given the Hair & Body Wash an overhaul, added in a few new organic ingredients and now made it even more delightful than ever" said Antonette Golikidis, Founder of Little Innoscents.

With over 90% Australian Certified Organic ingredients, this delightful low suds gel is gentle enough to use daily while still effectively removing dirt and grime.

"It is so important for both children and adults to be bathing and treating their skin with organic and natural products. "Before you make a purchase look for the 'certified organic' logo to ensure the health of your family" - Antonette.

The Little Innoscents Hair & Body Wash can be used liberally either in the bath or the shower, and is naturally low suds and sulphate free.

Its pH balanced formula and nourishing organic ingredients make it ideal for use on sensitive skin, and works to help effectively sooth dry itchy skin conditions.

Safe to use on children of all ages, this product is completely free from harsh chemicals, colorings and petroleum derived ingredients, so parents can feel secure in the knowledge that their child's skin will be cleansed, nourished and protected.

**RRP\$12.99**

ENDS.

For more information, product requests or interviews please contact:  
marketing@litteinnoscents.com.au



#### Ingredients

Purified Water (Aqua),  
Kernel Oil (Potassium Oleate)\*,  
Sunflower Oil (Potassium Linoleate)\*,  
Olive Oil (Potassium Cocoate)\*,  
Vegetable Glycerine,  
100% Propriety Blend of Essential Oils (Aroma),  
Xanthan Gum, Spearmint Oil (Mentha Viridis)\*,  
Sweet Orange Oil (Citrus Aurantium Dulcis)\*,  
Lavender Oil (Lavandula Angustifolia)\*.

\*Denotes Certified Organic



DID YOU KNOW?

Traditional baby oil is made up of Mineral Oil and Propyl Paraben derived from petrol.

Their is nothing natural and gentle about that!

Little Innoscents uses only 100% organic base oils that are rich in a range of nourishing vitamins, including, A, D and E.



## MASSAGE OIL 125ML

### PRESS RELEASE: FOR IMMEDIATE RELEASE

#### Heavenly Massage Oil Provides Therapeutic Relief to restless and irritable babies.

Little Innoscents Massage Oil has been especially formulated with the delicate skin of babies in mind. Nutrient rich oils of Sunflower and Jojoba nourish and hydrate the skin while relieving discomfort caused from dry and itchy symptoms caused from psoriasis, dermatitis, eczema and cradle cap.

Calm your little one down with a therapeutic massage session and protect your baby's skin with a safe, natural product free from nasty petroleum oils. "Infant massage is also a great way to help relax restless babies and give them relief from things like wind build up" - Antonette.

"The Little Innoscents Massage Oil is such a beautiful and sweet scented product, it smells delicious like candy and gives you the ability to bond with your child through infant massage" - Antonette. Infant massage is a wonderful way to both bond with your child and promote relaxation and motor development. From improving weight gain to enhancing social development, a good massage technique needs a wholesome and nourishing massage oil to match.

Little Innoscents uses only 100% organic base oils that are rich in a range of nourishing vitamins, including, A, D and E. Combined with the fresh, uplifting citrus notes of Lemongrass, Sweet Orange, as well as Spearmint and Lavender, this heavenly scented natural massage oil is a must have in any nursery.

Antonette Golikidis the Founder of Little Innoscents said "The Massage Oil is a great product to use on the abdomen area when pregnant. Keeping that part of the body and skin deeply conditioned and hydrated will help alleviate stretch marks and improve the elasticity in the skin."

Deeply hydrating and ideal for sensitive skin, the Little Innoscents massage oil is as luxurious as it is therapeutic.

**RRP\$12.99**

ENDS.

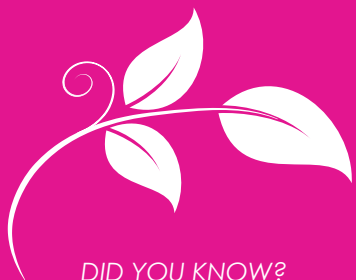
For more information, product requests or interviews please contact: [marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



#### Ingredients

Sunflower Oil (Helianthus Annuus)\*,  
Jojoba Oil (Simmondsia Chinensis)\*,  
Spearmint Oil (Mentha Viridis),  
Lavender Oil (Lavandula Angustifolia),  
Lemongrass Oil (Cymbopogon Citratus),  
Sweet Orange Oil (Citrus Aurantium Dulcis)\*.

\*Denotes Certified Organic



DID YOU KNOW?

*Common lotions are lathered with Alcohol mineral oil, petrochemicals and parabens that strips the layers of skin causing dryness.*

*The Little Innoscents Moisture Rich Lotion offers soothing Aloe Vera, nourishing Avocado Oil and creamy Shea Butter, making it a super food formulation for your skin.*



# MOISTURE RICH LOTION 100ML

## PRESS RELEASE: FOR IMMEDIATE RELEASE

### Lush Moisturising Lotion for all the family...

With a gorgeous floral scent of Ylang Ylang and Lavender, this rich and moisturising lotion will quickly become a family favourite.

Ideal for dry or sensitive skin, Little Innoscents moisturising lotion maintains and replenishes the skin's much needed hydration levels and protects delicate newborn baby skin. Antonette Golikidis, Founder of Little Innoscents said: "This is a product that the mums just love, even mothers-to-be before their child is born."

With soothing Aloe Vera, nourishing Avocado Oil and creamy Shea Butter, this organic formulation nourishes the skin and is free from mineral oil, petrochemicals and parabens. "You would be astonished how long this product will last you! We have made it extra creamy so that our customers can get all the benefits of using an organic product without the high price tag that is often associated with purchasing organics" Antonette said.

A great alternative to heavier oil based products, the Little Innoscents moisturising lotion leaves skin velvety soft skin for both Mum and baby. "One of the main ingredients in our Moisture Rich Body Lotion is Shea Butter. The healing qualities and anti-inflammatory elements are important to consider when purchasing a product to use on your child's skin." - Antonette.

We recommend applying our lotion right after a bath or shower, when the skin is slightly damp and able to absorb this nourishing lotion more easily.

**RRP\$12.99**

ENDS.

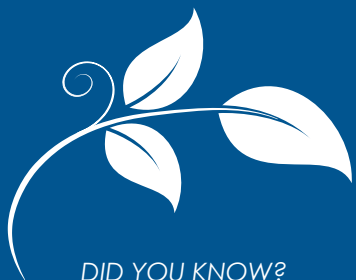
For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



### Ingredients

Aloe Vera Juice (Aloe Barbadensis Leaf Juice)\*, Emulsifying wax, Sunflower Oil (Helianthus Annuus)\*, Shea Butter (Butyrospermum Parkii)\*, Avocado Oil (Persea Gratissima)\*, Vegetable Glycerine, Xanthan Gum, Beeswax (Cera Alba)\*, 100% Propriety Blend of Essential Oils (Aroma), Lavender Oil (Lavandula Angustifolia), Ylang Ylang Oil (Cananga Odorata).

\*Denotes Certified Organic



DID YOU KNOW?

*Most powders on the market are made of Talc. Talc is toxic and related to the potent carcinogen asbestos.*

*Little Innoscents keeps its organic formulations natural and simple, using only the purest ingredients that are kind to the skin and help to heal and prevent uncomfortable skin conditions.*



# MINERAL BABY POWDER 100G

## PRESS RELEASE: FOR IMMEDIATE RELEASE

### Talc may be lethal but organic and natural powders are still a life saver - Naturally pure mineral baby powder keeps your child fresh & dry...

Completely talc free, 100% natural and free from toxins, this powder provides long lasting protection against moisture that can cause odour, itching and chafing. "Our mineral powder protects baby's delicate skin from chafing, irritation, rashes and redness. It is also very eczema friendly" - Antonette Golikidis, Founder of Little Innoscents.

The Little Innoscents Baby Powder is hypo-allergenic and gentle enough to be used every day. With the fresh scent of organic peppermint and lavender essential oils, it will leave your baby clean, fresh and comfortably dry. It delivers minerals directly onto the skin, made even more effective with added soothing Lavender and Spearmint" - Antonette.

Australian White Clay provides a high level of natural absorption and protects the skin from nappy rash and skin irritations. "It is completely safe and good for the skin. We even have men who use this before and after the gym to prevent rashes in areas of excess sweating"

"Some mothers love our mineral powder to take to the beach, applying a bit to help dry the skin and remove the sand after being in the water - it just goes to show how much of a versatile and multipurpose product it is".

Unlike traditional powders, the Little Innoscents Mineral Powder has a thicker consistency which prevents young ones from inhaling the fine puffy particles. We recommend applying the Little Innoscents Baby Powder to any areas of the body that require absorption of excess moisture, including chafing-prone areas like between the thighs, under the chin and arms.

**RRP\$8.99**

ENDS.

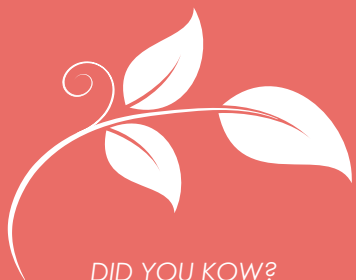
For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



### Ingredients

Kaolin (Australian White Clay),  
Lavender Essential Oil\* (Lavandula Angustifolia),  
Spearmint Essential Oil\* (Mentha Spicata).

\*Denotes Certified Organic



DID YOU KNOW?

Say NO to nanoparticles!

The mineral nanoparticles in conventional sun-screens are endocrine disruptors and skin penetration enhancers and could do more harm than good.

Instead try our lovely zinc based sunscreen with soothing Aloe Vera, calming Calendula, nourishing Almond Oil, Coconut Oil and Vitamin E.

## SUN LOTION SPF30+ 100ML

**PRESS RELEASE: FOR IMMEDIATE RELEASE**

### Say NO to nanoparticles!

Don't get caught out in the sun this summer, instead try our lovely zinc based sunscreen with soothing Aloe Vera, calming Calendula, nourishing Almond Oil, Coconut Oil and Vitamin E. Boasting no Nano-particles, parabens and completely free from chemical absorbers, it truly is a wonderful alternative to many products on the market.

With summer rapidly approaching and the sun finally coming out of hibernation, it's time to start preparing and protecting yourself when those hot days hit, and what better way to protect your skin from the sun this holiday season than with the new and naturally chemical-free Sun Lotion from Little Innoscents.

This unique formulation provides skin with essential protection from the harsh, drying sun and is a safe and natural alternative while offering UVA and UVB broad-spectrum protection of SPF 30+. The Little Innoscents Sun Lotion is also 4-hours water resistant.

For the health conscious and worriers: never fear, this Sun Lotion contains no nano-particles and is completely paraben free, making the Little Innoscents Sun Lotion a wonderful alternative to many synthetic products on the market today.

Best of all, it is safe to use on children from six months of age and ideal for those with sensitive skin. This unique formulation provides skin with essential protection so summer lovers can now feel safe in the knowledge that your skin will be cleansed, nourished and protected.

It's simply a must have product for you and your family this summer.

**Sunscreen Active Ingredients** Zinc Oxide 220mg/g

**Preservatives** Sorbic Acid  
Phenoxyethanol  
Benzyl Alcohol

**RRP\$19.99**

ENDS.

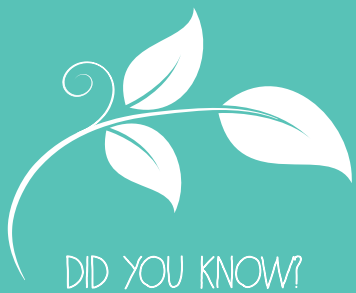
For more information, product requests or interviews please contact:  
marketing@litteinnoscents.com.au



### Contains

Purified Water (Aqua),  
Aloe Vera Juice (Aloe Barbadensis Leaf Juice),  
Vegetable Glycerin, Benzoic Acid,  
Isopropyl Lanolate (Lanolin), Magnesium Sulfate (Salt), Calendula C02 Extract Oil (Calendula Officinalis), Prunus Amygdalus Dulcis (Almond) Oil, Cocos Nucifera (Coconut) Oil, Isostearic Acid (Coconut Derived), Caprylyl Glycol (Coconut Derived), Tocopheryl Acetate (vitamin E).

Complies with AS/NZS 2604: 1998



Fluoride is highly toxic.

In fact, before fluoride was deemed a "cavity fighter" it was used as insecticide and rat poison!

It's true!



## MILKY WHITES TOOTHPASTE 50ML

### PRESS RELEASE: FOR IMMEDIATE RELEASE

#### Fluoride Free • No Artificial Sweeteners

Formulated with the purest ingredients, the Little Innoscents toothpaste is a natural Fluoride-free formula with a cool and minty refreshing taste mixed with a hint of organic strawberry swirls that the kids will love.

This certified organic toothpaste has been formulated with organic and natural ingredients such as Aloe Vera, Organic Stevia, calcium and organic strawberry extract to provide a healthier alternative to regular toothpaste making it a safe, gentle and effective toothpaste option for little mouths.

Free of surfactants, artificial sweeteners and mineral oil. Adding the cleaning power of bicarbonate of soda the Little Innoscents toothpaste will ensure healthy, happy teeth and gums.

For many years now, people believed that fluoride prevents tooth decay and strengthens tooth enamel. However, in the past few years we've discovered that it actually does NOT do anything to protect your teeth. Many people know of the dangers of fluoride and are seeking an alternative fluoride free option.

My favourite part of this product is that instead of cautioning children not to swallow (like that is ever possible). Well now you don't have too as all the nasties are removed to provide a healthier alternative to regular toothpaste.

Try for yourself the Little Innoscents Milky White toothpaste, it's guaranteed to spring clean your little ones pearly whites.

**Directions:** Only a small amount is required and one tube should last a while. Simply apply to toothbrush or direct to gums with finger to brush and cleanse.

Founded by Antonette the Little Innoscents baby skincare range offers a natural, organic and affordable alternative to everyday baby and child products. Our whole philosophy to Little Innoscents is to make our products free of synthetics and chemicals and only adding the basic naturals which I hope you will like

Priced at **RRP \$4.99**, our organic toothpaste comes in an easy to use 50ml squeeze tube with a flip-top cap.

ENDS.

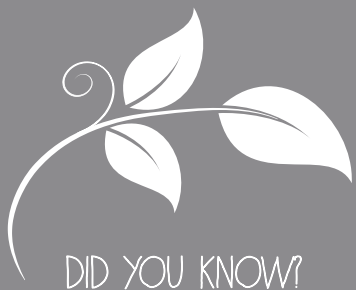
For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



### Ingredients

Aloe Vera Juice (Aloe Barbadensis Leaf Juice)\*, Vegetable Glycerine, Xanthan Gum, Emulsifying wax, Stevia (Stevia Rebaudiana Extract) \*, Spearmint Oil (Mentha Viridis)\*, Organic Strawberry Flavour (Fragaria Vesca)\*, Calcium (Calcium Carbonate), Organic Ethanol\*, Glyceryl Caprylate, Baking Soda (Sodium Bicarbonate).

\*Denotes Certified Organic



*Conventional styling products contain a potent blend of noxious chemicals - the proof is in the label.*

With Little Innoscents we go for natural with aloe vera, beeswax and sunflower oil it will leave your locks looking fabulous shiny and FREE from any mineral oils, alcohols or parabens.



## HAIR FUDGE 75ML

**PRESS RELEASE: FOR IMMEDIATE RELEASE**

### **Strong Hold • No Nasties**

If you're looking for that little something to get unruly and frizzy hair under control, try this perfect product to keep those flyaways and stringy bits at bay.

Made with yummy Rosewood and Orange essential oil infusions while being completely Alcohol, Paraben and SLS free, the natural ingredients will give hair a strong hold without those nasty white flakes and will wash away in the bath leaving no icky residue on the hair or scalp.

**RRP\$10.99**

ENDS.

For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)



### **Contains**

Aloe Vera Juice (Aloe Barbadensis Leaf Juice)\*,  
Beeswax (Cera Alba)\*,  
Emulsifying wax (Cetearly Olivat,  
Sorbitan Olivat),  
Sunflower Oil (Helianthus Annuus)\*,  
Jajoba Oil (Simmondsia Chinensis),  
Vegetable Glycerin, Xanthan Gum,  
100% Propriety Blend of Essential Oils (Aroma),  
Rosewood Essential Oil (Aniba Rosaeodora),  
Orange Peel Oil (Citrus Aurantium Dulcis)\*.

\*Denotes Certified Organic



Contains:

- x 1 Moisture Rich Lotion
- x 1 Intensive Soothing cream
- x 1 Hair & Body wash
- x 1 Winter Blues Vapour Balm

*The Little Innoscents Travel Pack features beautifully presented Australian Certified Organic baby care products that smell divine and effectively treat a range of skin conditions.*



## WINTER TRAVEL PACK

### PRESS RELEASE: FOR IMMEDIATE RELEASE

#### Must have products in your nappy bag

The Little Innoscents Travel Pack features four of our beautifully presented Australian Certified Organic baby care products that smell divine and effectively treat a range of skin conditions.

Perfect as a luxurious gift, and for traveling with baby, it contains an all-in-one body and hair wash, healing Intensive soothing Cream, Moisture Rich Lotion and Winter Blues vapour rub balm in 30ML compact travel size.

#### Products in the Little Innoscents Travel Pack:

**HAIR & BODY WASH** Deeply cleansing, refreshing and bursting with essential oils of Spearmint, Lavender and Sweet Orange this is truly heaven in a bottle! It's gentle enough to use daily, with a low suds formula that still effectively removes dirt and grime. pH balanced, low allergen and perfect for even the most delicate skin.

**MOISTURE RICH LOTION** This luxurious cream is made with the finest oils of Avocado, Sunflower, creamy Shea Butter and soothing Aloe Vera. It is perfectly safe, nourishing for the skin and free from mineral oil, petrochemicals and parabens. Scented with heavenly Ylang Ylang, it's suitable for all skin types, including newborn baby skin.

**INTENSIVE SOOTHING CREAM** This soothing cream has mild astringent and antiseptic properties that can help to prevent, manage and treat nappy rash and as well as allergies, eczema, dermatitis and insect bites. This 100% natural formula includes Australian Certified Organic Shea Butter, healing Calendula, Rosewood and Avocado Oil.

**WINTER BLUES VAPOUR RUB** Essential oils of Lemon, Eucalyptus, Peppermint and Rosemary are combined with natural Beeswax and Shea Butter to make this effective vapour rub. A winter season essential, it brings warmth to the body and alleviates nasal congestion.

**RRP\$19.99**

ENDS.

For more information, product requests or interviews please contact:  
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Contains:

- x 1 Moisture Rich Lotion
- x 1 Intensive Soothing cream
- x 1 Hair & Body wash
- x 1 Sun Lotion SPF30

The Little Innoscents Summer Pack features beautifully presented Australian Certified Organic baby care products that smell divine and effectively treat a range of skin conditions.



## SUMMER TRAVEL PACK

### PRESS RELEASE: FOR IMMEDIATE RELEASE

#### Must have products in your nappy bag

The Little Innoscents Summer Pack features four of our beautifully presented Australian Certified Organic baby care products that smell divine and effectively treat a range of skin conditions.

Perfect as a luxurious gift, and for traveling with baby, it contains an all-in-one body and hair wash, healing Intensive soothing Cream, Moisture Rich Lotion and SPF30 Sun Lotion in 30ML compact travel sizes.

#### Products in the Little Innoscents Travel Pack:

**HAIR & BODY WASH** Deeply cleansing, refreshing and bursting with essential oils of Spearmint, Lavender and Sweet Orange this is truly heaven in a bottle! It's gentle enough to use daily, with a low suds formula that still effectively removes dirt and grime. pH balanced, low allergen and perfect for even the most delicate skin.

**MOISTURE RICH LOTION** This luxurious cream is made with the finest oils of Avocado, Sunflower, creamy Shea Butter and soothing Aloe Vera. It is perfectly safe, nourishing for the skin and free from mineral oil, petrochemicals and parabens. Scented with heavenly Ylang Ylang, it's suitable for all skin types, including newborn baby skin.

**INTENSIVE SOOTHING CREAM** This soothing cream has mild astringent and antiseptic properties that can help to prevent, manage and treat nappy rash and as well as allergies, eczema, dermatitis and insect bites. This 100% natural formula includes Australian Certified Organic Shea Butter, healing Calendula, Rosewood and Avocado Oil.

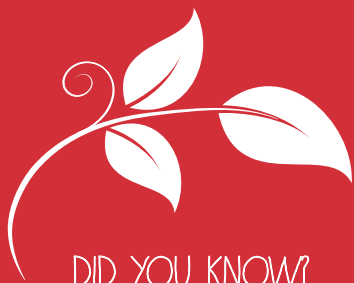
**Sun Lotion SPF30** This unique formulation provides skin with essential protection from the harsh, drying sun. Completely free from chemical absorbers, this lotion contains Aloe Vera, vitamin E & Calendula as a safe and natural alternative to many other products on the market. Suitable for sensitive skin.

RRP\$19.99

ENDS.

For more information, product requests or interviews please contact:  
[marketing@litteinnoscents.com.au](mailto:marketing@litteinnoscents.com.au)





## DID YOU KNOW?

Baby wipes make some children come out in painful, red rashes, new research suggests. A chemical preservative called **methylisothiazolinone (MI)** in the wipes causes an allergic reaction in some children. It also dries out mums hands not only babies bottoms...



# NEW BABY WIPES 80 PACK

**PRESS RELEASE: FOR IMMEDIATE RELEASE, SEPTEMBER 2016**

## Little Innoscents – Wiping up our future...

Skin health is a major concern for a lot of people and the Little Innoscents wipes offers a natural wipe solution that enriches and soothes. Free of alcohol, artificial fragrance, colours, parabens or phthalates you can rest assured that even those with sensitive skin will benefit from this pure and natural formulation.

Our thick and absorbent ultra-soft wipes work a treat and are intended for multi-use. Blended with plant based ingredients and infused with soothing Aloe Vera and Vitamin E they are simply an easy choice for your babies' wellbeing.

Our wipes can be used for just about everything; designed to cleanse soothe and care they are effective on wet bottoms, sticky fingers and toys. Can be used to wipe down faces and dummies and even work a treat for stubborn make up residue and impurities.

Fall in love with our pure range of eco products that will make you feel safe and secure.

Little Innoscents is very proud to provide you with healthy and effective products that are made from 100% natural and botanical ingredients that are cruelty free, Australian made and owned.

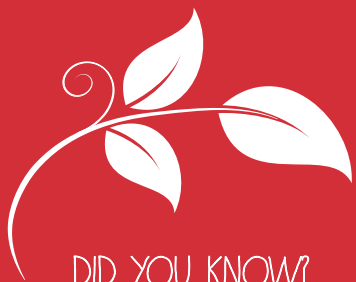
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## Solution Ingredients

Water (Aqua), Glycerine, Glyceryl Caprylate, Potassium Sorbate (Preservative), Coco Glucoside (Conditioning Surfactant), Aloe Vera (Aloe Barbadensis Leaf Juice), Tocopherol (Vitamin E), Citric Acid.



DID YOU KNOW?

*The detergent you're using may contain a cocktail of potent chemicals, some of which the manufacturer doesn't even have to list on the label. This loophole reduces the odds that you'll ever discover what's in there.*

*Not only are these chemicals potentially damaging to your health, but they are also contaminating waterways and harming the environment!*



# NEW NATURAL CLEAN AND GREEN RANGE

## PRESS RELEASE: FOR IMMEDIATE RELEASE, OCTOBER 2016

We all love a sparkling clean home that smells fresh and gives us a sense that our families are kept clean and free of dust build up and bacteria. BUT do we actually realise that many store brought products are dangerous and highly toxic - yet we are still using them in our homes and breathing in the fumes, damaging our bodies by affecting our immune system and causing skin irritations.

The Little Innoscents eco cleaning line offers a better alternative, boasting no nasty chemicals and effective in cleaning you can rest assured that even those with sensitive skin will benefit from this range. Our mission is to protect our families from chronic diseases by avoiding toxins; you'll see that it will be worth the effort to avoid the poisons we are readily buying.

Our safe and clean plant based range encourages change leading the way in environmental responsibility and performance. Our products are free from phosphate, ammonia, nitrate and chlorine which pose a risk to safety and environmental hazards.

Our ingredients are carefully selected to be gentle for you and your family, we also love our planet and are conscious to produce products that are rapidly degrading without causing harm designed to help protect the environment which we believe has a huge ripple effect on our lives and the world around us helping to build a community of conscious consumers.

Little Innoscents is very proud to provide you with healthy and effective products that are made from 100% natural and botanical ingredients that are cruelty free, Australian made and owned. The new Eco range includes Laundry Liquid, Fabric Softener, Botanical Dishwashing Liquid and Multi-purpose cleaning spray.

- Eco Laundry Liquid **RRP\$14.99**
- Eco Fabric Softener **RRP\$14.99**
- Botanical Dishwashing Liquid **RRP\$9.99**
- Multi-Purpose Cleaning Spray **RRP\$9.99**

ENDS.

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marketing@litteinnoscents.com.au

