

little
unn^oscents™

ORGANIC BABY SKINCARE

PRODUCT PROFILE



MADE WITH
LITTLE UNNOSCENTS
LOVE BY LITTLE UNNOSCENTS

ABOUT LITTLE INNOSCENTS

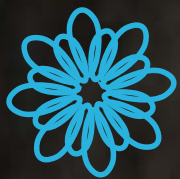
Little Innoscents was founded in 2007, after Director Antonette Golikidis fell pregnant with her first child Alex. Antonette searched endlessly for baby products that were chemical free and found herself disappointed to find such a limited number of products, which were often difficult to find, too expensive, or offered misleading greenwash marketing techniques to persuade you to buy something that wasn't all what it said it to be.

'I WAS SO TIRED OF 'PRETEND' ORGANIC COMPANIES MISLEADING CONSUMERS WITH CLEVER MARKETING STRATEGIES WHICH ENABLED THEM TO PROMOTE 'NATURAL' AND 'ORGANIC' CLAIMS WITHOUT REALLY HAVING FORMULATIONS THAT ABIDE BY THIS CLAIM.'

- Antonette Golikidis, Founder & Director of Little Innoscents.

Then Little Innoscents was born, naturally. Antonette began making the products in her kitchen at home and spent 10 months perfecting the ingredients. She formulated an intensive soothing cream, massage lotion, massage oil, body powder, hair and body wash, vapour rub balm and organic soap. The range can also help relieve a wide range of childhood health and skin conditions such as eczema, dermatitis and psoriasis.





OUR MISSION IS:

To provide to our consumers a product range that is not only organic, but also effective in treating skin ailments.



To provide a product that is both environmentally friendly and aesthetically pleasing.

To strive and grow towards becoming one of the leading suppliers of baby care products in retail channels such as Pharmacies, Health Food Stores, and Organic Grocers.

'ORGANIC PRODUCT MANUFACTURING IS BOTH A CHALLENGE AND AN OPPORTUNITY. MY ASPIRATION IS THAT EVERY CONSUMER WILL HAVE THE CHOICE TO EXPERIENCE PURE AND NATURAL PRODUCTS WHICH ARE BETTER FOR THEMSELVES AND FOR THE ENVIRONMENT BY HAVING MORE ORGANIC AND NATURAL PRODUCTS AVAILABLE IN MAINSTREAM RETAIL CHANNELS AND OUTLETS'

'LITTLE INNOSCENTS IS BABY CARE WITH A CONSCIENCE.'

'IT WAS REALLY IMPORTANT TO ME TO HAVE THE LITTLE INNOSCENTS RANGE AUSTRALIAN CERTIFIED ORGANIC, BECAUSE IT MAKES A STATEMENT ABOUT WHO LITTLE INNOSCENTS IS... IT MEANS EVERYTHING TO US AND GIVES OUR CONSUMERS THE ASSURANCE THAT OUR PRODUCTS HAVE BEEN MANUFACTURED AND HANDLED ACCORDING TO STRICT GUIDELINES - COMPLETELY FREE OF CHEMICALS.'



SKINCARE RANGE

NEW!



Cherry Coconut
Hair & Body Wash
RRP \$12.99

NEW!



Cherry Coconut
Conditioner
RRP \$12.99

NEW!



Paw Paw Balm
RRP \$7.95



Hair Fudge
RRP \$10.99



Spearmint & Orange
Hair & Body Wash
RRP \$12.99



Moisture Rich
Body Lotion
RRP \$12.99



Sun Lotion SPF 30+
RRP \$19.99



Cradle Cap &
Massage Oil
RRP \$12.99



Intensive
Soothing Cream
RRP \$10.99



Winter Blues
Vapour Balm
RRP \$10.99



Milky White
Toothpaste
RRP \$4.99



Mineral Baby
Powder
RRP \$8.99



Goat's Milk
Cleansing Bar
RRP \$3.99



Travel Packs
RRP \$19.99

NEW!



Baby Wipes
RRP \$6.50
3 Pack \$16.99

NEW HOMECARE RANGE



Eco Laundry Liquid
RRP \$14.99



Eco Fabric Softener
RRP \$14.99



Multi-purpose
Surface Cleaner
RRP \$9.99



Botanical
Dishwashing Liquid
RRP \$9.99



Himalayan Bath Salts (5 types)
RRP \$25.00

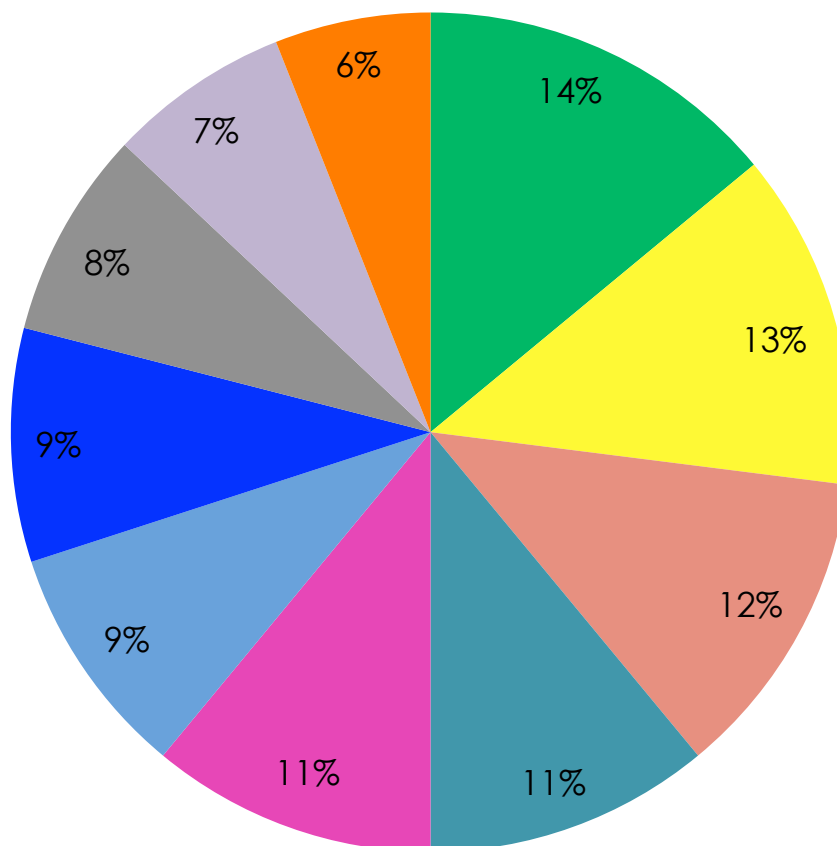


Essential Oil Blends & Pure Essential Oils
RRP \$12.00 - \$20.00

SALES ANALYSIS

Here is a breakdown of our products based on sale performance

- Hair & Body Wash
- Intensive Soothing Cream
- Sunscreen SPF 30+
- Winter blues Vapour Balm
- Moisture Rich Lotion
- Travel Purse
- Mineral Baby Powder
- Hair Fudge
- Goats Milk Soap
- Massage Oil



NEW PRODUCTS

- Cherry Coconut Hair & Body Wash
- Cherry Coconut Conditioner
- Paw Paw Balm
- Pure Essential Oil Range
- Himalayan Bath Salts Range
- Baby Wipes with natural solution
- Laundry/Cleaning Range

OUR PRODUCTS



NEW CHERRY COCONUT HAIR AND BODY WASH 250ML

This wash simply smells amazing. Scented with the delightful flavours 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.

DID YOU KNOW... Many hair & body washes use nasty sulphates that coat your hair and dry out the skin. Little Innoscents aims to moisturise and protect with naturally-derived plant materials, while still getting bubbles!



NEW CHERRY COCONUT CONDITIONER 250ML

This 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.

DID YOU KNOW.... that rather than coating your hair and scalp with 'artificial chemicals and silicon's', you can condition your hair with natural, organic, ingredients to make it silky smooth soft, shiny and manageable.



HAIR AND BODY WASH 250ML AND 30ML

Little Innoscents' most popular skincare product is our deeply cleansing and refreshing Hair & Body Wash. A favourite with the entire family, this all-in-one 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. Completely free from harsh chemicals, colourings and petroleum derived ingredients and sulphates, so parents can feel secure in the knowledge that their child's skin will be cleansed, nourished and protected.

- ✓ With over 90% Australian Certified Organic ingredients
- ✓ All-in-one low allergy gel designed for minimum fuss
- ✓ Anti-inflammatory and antiseptic ingredients to relieve dry, itchy skin
- ✓ pH balanced so it will not irritate even the most sensitive skin

DID YOU KNOW... 90% of baby shampoos have foaming agent components in their formulation that can cause eye irritation, eczema and other conditions that dry out the skin.



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OUR PRODUCTS



NEW PAW PAW BALM 50ML

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.

DID YOU KNOW ...Most paw paw balms on the market use petroleum jelly or Vaseline, which although it feels like it is moisturising, it is actually a sealant, which means moisture is trapped underneath the skin, rather than evaporating off skin.



HAIR FUDGE 75ML

If you're looking for that little something to get unruly and frizzy hair under control, try this perfect product to keep those flyway's 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.

DID YOU KNOW...NO ISOPROPYL ALCOHOL - it will dry your hair out and break it off. NO Mineral oil - This commonly used petroleum ingredient coats the skin and hair just like plastic wrap. Use Little Innoscents we offer natural alternatives and avoid the "hair-raising" toxins that harm your body and the environment.



INTENSIVE SOOTHING CREAM 75ML

Not just for sore little baby bottoms, the Little Innoscents Intensive Soothing Cream is a nourishing organic topical application ideal for a range of stressful skin conditions. Offering healing Calendula Extract with its powerful anti-inflammatory properties to calm the skin. Rosewood which assists with the stimulation and regeneration of healthy skin cells topped with organic Shea Butter Avocado and Aloe Vera, this is truly a miracle cream.

- ✓ Ideal for eco-friendly cloth nappies, as it washes out easily and won't damage or stain fabric nappies.
- ✓ Use the Little Innoscents Intensive Soothing Cream after each nappy change to refresh, protect and calm baby's delicate skin.

DID YOU KNOW ...Perfect for nappy rash and the treatment of redness and itchiness caused by eczema, psoriasis and dermatitis. Soothing to use over sunburn. Great for men to use as an after shaving lotion. Simply leave a tube in your hand bag for dry cracked hands. Soothing on insect bites.



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MASSAGE OIL 100ML

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. Deeply hydrating and ideal for sensitive skin, the Little Innoscents massage oil is as luxurious as it is therapeutic. Perfect to apply on a pregnant tummy to help alleviate stretch marks and helps improves the skins moisture by softening, protecting and reconditioning.

DID YOU KNOW ...Traditional baby oil is made up of Mineral Oil and Propyl Paraben derived from petrol. There is nothing natural and gentle about that!



MILKY WHITES TOOTHPASTE 50ML

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

- ✓ Free of surfactants, artificial sweeteners and mineral oil.
- ✓ This calcium-rich Little Innoscents toothpaste will ensure healthy, happy teeth and gums.

DID YOU KNOW ...Before fluoride was deemed a "cavity fighter," it was used as insecticide and rat poison. It's true!



MINERAL POWDER 100G

Completely talc free and 100% naturally pure and free from toxins, this powder provides long lasting protection against moisture that can cause odour, itching and chafing. The Little Innoscents Baby Powder is hypo-allergenic and gentle enough to be used every day. With the fresh scent of organic spearmint and lavender essential oils, it will leave your baby clean, fresh and comfortably dry. Australian White Clay provides a high level of natural absorption and protects the skin from nappy rash and skin irritations. 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.

DID YOU KNOW ... Most powders on the market are made of Talc. Talc is toxic and related to the potent carcinogen asbestos. Our mineral powder using Australian White Clay provides a high level of natural absorption and protects the skin from nappy rash and skin irritations.



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MOISTURE RICH LOTION 100ML

With a gorgeous floral scent of Ylang Ylang and Lavender, this rich and moisturising lotion will quickly become a family favourite leave skin feeling velvety soft for both Mum and baby. 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. With soothing Aloe Vera, nourishing Avocado Oil and creamy Shea Butter, this organic formulation is 100% safe, healthy and nourishing and is free from mineral oil, petrochemicals and parabens. Use while pregnant to massage into your tummy to help manage stretch marks. Keep this beauty in your nappy bags to use as an everyday moisturiser

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.



GOAT'S MILK SOAP BAR 100G

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. "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 soothe a variety of skin conditions.

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.



SUN LOTION SPF30 100ML SAY NO TO NANOPARTICLES!

Try our lovely zinc based sunscreen with soothing Vitamin E, Organic Green Tea, Cucumber and Rosehip extract with no Nano-particles making it a wonderful alternative to many synthetic products on the market. This unique formulation provides skin with essential protection from the harsh, drying sun. This mineral based sunscreen contains Zinc Oxide as the only active ingredient and best of all, it has NO PRESERVATIVES Nada zilch nothing.... Completely free from chemical absorbers, and suitable for sensitive skin and a favourite with the entire family. Safe to use on children from 6 month of age, so parents can feel secure in the knowledge that their child's skin will be cleansed, nourished and protected.

ACTIVE INGREDIENT:
Zinc Oxide 220mg/g

SPF30 / Water Resistant [AS/NZS 2604:1998]
UVA and UVB Broad-spectrum protection
Suitable for all skin types – including sensitive skin
Free of Chemical Absorbers and Non-Ghosting
3 Year Shelf Life
Paraben Free, Fragrance Free, Low active content



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WINTER BLUES VAPOUR BALM 75ML

Breathe easy and help ease congestion naturally with this warming organic rub. Free from nasty petroleum oils, our balm is formulated using certified organic oils and butters and is gentle enough to use from birth. 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. The unique combination of organic ingredients brings warmth to the body and helps alleviate nasal congestion as well as other cold symptoms such as coughs and runny noses.

DID YOU KNOW ...The most common ingredient in commercial vapour balms is turpentine. The turpentine is then bleached with petroleum jelly and put in a jar! Time to throw out the greasy salve lurking in your bathroom cabinet that is filled with petro chemicals (you know the one) and say hello to the Little Innoscents Winter Blues Balm. Gentle enough to be used from birth



TRAVEL GIFT PACKS

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. 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.



WINTER PACK CONTAINS:

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

SUMMER PACK CONTAINS:

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

BABY WIPES

Little Innoscents wipes offer 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.



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OUR PRODUCTS



ECO LAUNDRY LIQUID

Our unique Eco Clean & Green laundry liquid will make the task of washing your household's clothes so much nicer. Enriched with the goodness of Australian Eucalyptus and Natural Cherry Coconut this laundry liquid cleans effectively with no nasty chemicals. Our unique blend of ingredients is ideal for those with sensitive skin and formulated for the gentleness of a new born babies soft skin.

The Little Innoscents eco cleaning line offers a better alternative, 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.



ECO FABRIC SOFTENER

Our unique Eco Clean & Green Fabric Softener will make the task of washing your household's clothes so much nicer leaving them soft and fluffy. Enriched with the goodness of Australian Eucalyptus and Natural Cherry Coconut this laundry Fabric Softener will leave your clothes soft and silky with no nasty chemicals. Our unique blend of ingredients is ideal for those with sensitive skin and formulated for the gentleness of a new born babies soft skin.

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.



MULTI-PURPOSE SURFACE CLEANER

A lot of common household cleaning products are actually pretty toxic to our health. At Little Innoscents we keep it simple by combining botanical oils of Orange and Lavender and plant based ingredients to keep your household clean and fresh. Safe to spray on your children's toys, around the house and to clean up spills. 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 ingredients are carefully selected to be gentle for you and your family, we also love our planet and are conscience 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.



BOTANICAL DISHWASHING LIQUID

The Little Innoscents Botanical dishwashing detergent is formulated using plant-based ingredients that are eco-friendly, non-toxic and rapidly biodegradable. Our botanical dishwashing liquid removes everyday grime and buildup from your dishes leaving you with a fresh and clean environment with added Aloe Vera and rosewood this gentle formulation wont strip the moisture from your hands.

So enjoy washing your pots and pans, dishes and glassware with the delicious aroma of Rosewood and Sweet Orange. With a highly concentrated grime busting suds formulation that is gentle on your hands and free from SLS, parabens. A little goes a long way....



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OUR PRODUCTS

NEW SIGNATURE SCENTS ESSENTIAL OIL RANGE

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.



NEW SIGNATURE SCENTS BATH SOAKS

Whether is 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 five 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.

At the Little Innoscents headquarters we are committed to helping people thrive, survive and blossom under increasingly challenging and stressful modern day life circumstances.



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MARKETING AND PUBLICITY



At Little Innoscents our dedicated marketing and PR team bring together a wealth of experience in publicity, marketing, events management, promotions and media with the aim of building brand awareness. We are committed to measured marketing initiatives to drive sales throughout the category to make it your number one selling brand in the baby category.

MEDIA MENTIONS

nature &
health

AUSTRALIAN
NaturalHealth
MAGAZINE

The Australian
RETAILER

THE AUSTRALIAN

kid MAGAZINE 

POSTSCRIPT
.com.au

Mother & Baby

PRACTICAL
PARENTING

FINANCIAL REVIEW

The Sydney Morning Herald

Herald Sun



COSMOPOLITAN

Harper's
BAZAAR

AUSTRALIAN'S TWENTY MAGAZINE
Woman's Day

THE AUSTRALIAN
Women's Weekly

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