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New demand for baby toiletries

Organic-based baby toiletry products now represent eight per cent of the baby toiletries segment, with GAIA leading the organic sub-segment with a 5.2 per cent value share (AZTEC scan data YTD July 08, Coles only, supplied by GAIA).

GAIA's Natural Baby products were launched into grocery trade 12 months ago after the company identified a growing need for natural and organic skin care from supermarkets, GAIA Skin Naturals Managing Director, Michelle Vogrinec, said.

"We found there were no products in supermarkets that truly address the sensitive skin and eczema clientele. These customers would have to purchase their products from a pharmacy. We work closely with the Eczema Association of Australasia who tell us that eczema is rising and so is the demand for natural and organic products," Ms Vogrinec said.

GAIA's Natural Baby products is featured on 'Mornings with Kerri-Anne' throughout September and October with a promotion where the consumers can purchase two products and then go on line and download a redemption voucher. The first 100 customers to send a voucher each week will receive a free baby bath thermometer.

GAIA's Natural Baby Bath and Body Wash is the highest selling product in the range, followed closely by GAIA's Baby Shampoo, Baby Moisturiser and Skin Soothing Lotions.

Miessence has also responded to reports of increased allergies, eczema and altered hormone concentrations from the use of common personal care products on babies. Miessence baby is designed to protect and nurture sensitive skin. The range includes Cream Wash, Lotion, Bottom Cleansing Gel, Bottom Mist, Barrier Cream, Powder and Belly and Breast Balm for mothers. 