



For Immediate Release:

Contact: John MacKay
Joshua Norton
MacKay & Co.
416 485 5400
john@mackayandco.com
joshua@mackayandco.com

INTRODUCING LIVE CLEAN BABY

It's No Surprise That Live Clean, The Canadian Leader In Environmentally Friendly Personal Care Products, Has Turned Their Attention to Baby

Toronto: Live Clean, the Canadian brand of eco-friendly personal care products that has raised the bar and led the way for millions of Canadians and for other brands, has created *Live Clean Baby*, a simple, environmentally aware collection of five products formulated with both mother's concerns and baby's sensitivities in mind.

Born of Live Clean's commitment to providing Canadians with products that contribute to a greener planet and, at the same time, perform at the highest level, the 5 product *Live Clean Baby* collection was the logical next step. "We've known from the beginning that products created especially for babies would be a part of Live Clean," says Executive Vice President Michelle Sparrock. "We wanted to develop the Live Clean proposition clearly and fully with a number of other products first since nothing requires more careful consideration than baby products. There's no one more educated and aware of both ecological and product purity issues than mothers and mothers-to-be."

Using only natural, non-irritating, supremely gentle plant based ingredients, *Live Clean Baby* performs efficiently and gently to keep baby looking, feeling – and smelling – his very best. The collection consists of:

Tearless Shampoo and Wash

Gently cleanses baby's hair and skin without drying; SLS free; uses a coconut based surfactant; enriched with certified organic botanicals of Chamomile, Lavender and Aloe; mild, tear free formula; gently scented; pediatrician tested; hypoallergenic; 98% plant ingredients; eco-friendly.



2.

Moisturizing Baby Bath

Gently cleanses and moisturizes baby's delicate skin; SLS free; uses a coconut based surfactant; enriched with certified organic botanicals of Chamomile, Lavender and Aloe; mild, tear free formula; gently scented; pediatrician tested; hypoallergenic; 98% plant ingredients; eco-friendly.

Moisturizing Baby Lotion

Leaves baby's skin soft and smooth; non-greasy; fast absorbing; plant derived ingredients; enriched with certified organic botanicals of Chamomile, Lavender and Aloe; gently scented; pediatrician tested; hypoallergenic; 98% plant ingredients; eco-friendly.

Non-Petroleum Jelly

When baby needs an effective moisture barrier; petroleum free; derived from plant based ingredients; fragrance free; pediatrician tested; hypoallergenic; 100% natural, sustainably sourced ingredients; eco-friendly.

Diaper Ointment

Soothes baby's tender skin and forms a protective barrier against wetness; naturally formulated with zinc oxide, beeswax and castor oil; pediatrician tested; hypoallergenic; 100% natural, sustainably sourced ingredients; eco-friendly.

Live Clean Baby is just as notable for the ingredients the products don't contain as for those that they do. "Our starting point was all the criteria we've developed for the Live Clean brand from an ecologically responsible point of view," Sparrock says, referring to the common, eco-damaging ingredients you won't find in Live Clean. "But as resilient as babies are, we know that their developing systems are also extremely sensitive. We wanted to create baby products with nothing extraneous, nothing unnecessary. Everything from the natural surfactants to the fragrance is both minimal and mild."

"Sustainable...renewable...replenishable," Live Clean was based on the premise that personal care – and now baby – products that are both environmentally responsible and highly efficacious could be developed.



3.

Formulated without many of the commonly used chemicals that are damaging to the environment and, some believe, our well-being, Live Clean is free of Sodium Lauryl Sulfate (SLS), a common chemical surfactant used in most shampoos, as well as Diethanolamine (DEA), a common ingredient used for rich lather and viscosity building. Live Clean is also free of parabens (preservatives used to extend the shelf life of personal care products) and other harsh preservatives, as well as phthalates (chemicals commonly used to make fragrances last longer).

Live Clean Baby is vegan with no animal ingredients used in the formulations. The collection is also cruelty-free; none of the products or their ingredients has been tested on animals. In its sensitivity to the environment, Live Clean is also free of phosphates, known contributors to water pollution.

Packaging has been carefully created to be as earth-friendly as possible. The Live Clean containers are recyclable; they are made from “virgin” materials, making them far easier to recycle than most plastics. Shipping cartons are made from recycled materials and even the inks used on shipping cartons are safe for the environment. Wherever possible, local vendors are used, which cuts down on gas consumption and emissions caused resulting from transportation.

The Live Clean Mission:

Go green without compromising performance. Our mission is to provide a line of products that contribute to a greener planet and perform at the highest level. Live Clean is a unique eco-friendly beauty care line that delivers exceptional results using natural, plant based ingredients. Live Clean formulations are made with a minimum of 96% replenishable, renewable and sustainable plant ingredients...as good for the earth as they are for your body.*

Live Clean Baby is available across Canada at Loblaws, Wal-Mart, Pharma Plus, London Drugs and Sobeys in the Maritimes.

Live Clean Beauty Care products are available at major retailers (see attached Fact Sheet for availability by product type).

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*Non-Petroleum Jelly and Diaper Ointment are at 93% and 80% plant ingredients respectively but are made with 100% natural, sustainably sourced ingredients.