



## PRODUCT DESCRIPTIONS



### HOUSEHOLD CLEANING

Everyday household cleaners can contain potentially harmful chemicals which is why it makes sense to take sensible precautions about the products we use. It's important to choose products that list all ingredients on their labels and do not contain unnecessary dyes and perfumes which are often derived from petrochemicals.



### BABY

Help your baby get the best start in life with plant-based products you can trust. One of the reasons it's so important to take extra care is that babies are more vulnerable to any harmful effects of the chemicals used in baby products as their skin is thinner than an adults and the protective barrier of their skin is not fully developed.



### BODY & HAND WASH

Food is an important factor in the health of your skin and so too are the products you use to care for it everyday. Many chemicals used in body care products are known skin irritants, they can dry out the skin by stripping away its natural protective oils making way for conditions like eczema and dermatitis to develop. That's why it's so important to choose safer and healthier products with all ingredients listed on the label.



### SKIN CARE

We've used the latest in eco-science to create a premium range of skin care that is wonderful for your skin. While a healthy diet and lifestyle are important for maintaining great looking skin, so too are the products you use to care for it. Our skin care is brimming with nourishing ingredients to provide daily moisturising and protection for your skin that lasts.



### DISH

Dishwashing products that are gentle on you, yet tough on dirty dishes and are a safer and healthier choice for you and your family.

Our Dishwash Liquids and Auto Dish Powder have been approved by NZ's premier eco label, Environmental Choice. (Hand Dishwashing Detergents. Licence no: 0111101) and (Machine Dishwashing Detergent. License No: 0311100).



### LAUNDRY

The products in our plant and mineral based laundry range are healthier and safer for you and for our environment. Our Laundry products are independently tested to perform as well as the leading brand alternative, so you can expect a lovely clean wash every time with no compromise on performance. Being economically concentrated means a little really goes a long way, saving you money by cutting down significantly on cost per use.



### HAIR CARE

When washing your hair, the lather from your shampoo is not only being massaged into your scalp, it's also on your hands and entire body. That's why it's so important to use a balanced formulation with good skin compatibility that will not strip out the naturally protective oils required for healthy skin and hair.