



The world's purest baby wipes

**MEDIA RELEASE**

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## **WATER AND GRAPEFRUIT SEED EXTRACT CONFIRMED BEST FOR BABY BOTTOMS**

A new range of baby wipes has won the approval of naturopaths and mums for being specifically formulated for a newborn's delicate skin. The newly launched WaterWipes contain just 0.1% grapefruit seed extract and 99.9% purified water, making them ideal for the most sensitive skin.

"As a naturopath and mum of an 18 month-old-daughter I feel confident knowing that my baby's delicate skin is getting washed with nothing but purified water and the natural antimicrobial properties of grapefruit seed extract – which kills bacteria. I also like that the wipes don't have a scent and aren't drying," says Emma Sutherland, a mother, author and high profile naturopath.



"Most people don't know that chemicals in typical baby wipes can trigger skin conditions like nappy rash and eczema. I like that grapefruit seed extract is natural and acts as a gentle, natural skin conditioner, stabiliser and natural antibacterial agent," says Emma Sutherland.

WaterWipes follow the same universally recognised formula practiced by midwives for washing a baby's bottom with just cotton and cooled boiled water.

Suitable from birth and for babies of all ages, particularly those with sensitive skin, WaterWipes are extra soft, strong and absorbent. WaterWipes are the only baby wipes in the world to be approved by Allergy UK. The Allergy UK seal of approval gives you the reassurance WaterWipes has been scientifically tested to prove it is efficient at reducing/removing allergens from the environment of allergy and WaterWipes has significantly reduced allergen/chemical content. The testing is carried out by an independent laboratory to protocols which have been created by leading allergy specialists in the infant and personal care industry.

The new WaterWipes are available nationwide at Coles and Bi-Lo stores for an RRP of \$6.99. For further information visit [www.waterwipes.com.au](http://www.waterwipes.com.au) or call 1 800 128 618.

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