

New from **Infants' Friend**

Comfy Baby Cream with Aloe Vera



Infants' Friend Oral Mixture is Australia's leading colic and wind medicine for infants. Distributed Australia-wide, Infants' Friend has been a household name for more than 70 years and has been used with great success. Infants' Friend Oral Mixture is an effective, pleasant tasting formulation which contains no scheduled drugs and it really works. Passed on from mother to daughter, this mixture has been the saviour to parents and babies alike for three generations.

Now, Infants Friend has introduced another great product to help make certain that baby is as comfortable as possible:

Infants' Friend Comfy Baby Cream with Aloe Vera



Infants' Friend have a great record for developing products that really work; so they formulated *Infants' Friend Comfy Baby Cream* with traditional ingredients like Aloe Vera, Zinc Oxide and Lanolin that have stood the tests of time and the thorough examination of modern technology.

Aloe Vera has long been known as a gentle, natural soothing and healing product. Even as far back as 3600 years ago, the Egyptians noted the benefits of Aloe in the Papyrus Ebers, and later, in the 1st Century AD, in the Roman chronicles of Pliny the Elder, Aloe Vera was again mentioned as a beneficial substance for herbal medicine. Nowadays, after many years of extensive use in a wide variety of products ranging from paper tissues to sunscreen cream, Aloe Vera is known for its safe and soothing effect on delicate skins, just like baby's. The Aloe Vera in **Infants' Friend Comfy Baby Cream with Aloe Vera** one of the gentlest and most effective moisturising ingredients available, is grown naturally on farms in central Queensland, Australia.

Infants' Friend Comfy Baby Cream with Aloe Vera also contains that good old standby; **zinc oxide** which has been safely used for many years. Traditionally, creams containing zinc oxide is often a versatile component of first aid kits. From the earliest records of medicine the use of *pushpanjan*, (zinc oxide), as a salve for open wounds, is mentioned in the Indian medical text the Charaka Samhita thought to date from 500 BC. Zinc oxide ointment is also mentioned by the Greek physician Dioscorides (1st century AD). Avicenna mentions zinc oxide in the Canon of Medicine (1025 AD), as a preferred treatment for a variety of skin conditions. It is very effective in treating skin irritation and wounds and it has very few reported side effects, but it may interact with certain other drugs. Ointments containing zinc oxide provide a barrier to skin irritants and lessen friction between the nappy and delicate skin, according to the Medicine Net website. When mixed with Aloe Vera as it is in **Infants' Friend Comfy Baby Cream with Aloe Vera** it is very easy to apply without causing baby any discomfort.

Lanolin, which is sustainably extracted from sheep wool, is also an important ingredient in **Infants' Friend Comfy Baby Cream with Aloe Vera**. Lanolin has also been used for centuries in traditional remedies and ointments used to repair skin irritations. As with the other traditional ingredients lanolin has stood the test of time as a safe, gentle moisturising cream with modern technology revealing that this effect is partly due to the chemical similarity of the Lanolin lipids and human skin lipids. In combination with the other ingredients in **Infants' Friend Comfy Baby Cream with Aloe Vera** makes certain baby is always comfortable.

Other natural ingredients that help keep baby comfortable are, Olive Fruit Oil, Grape Seed Oil, Rose Hip Fruit Oil and Shea Butter, which whilst only present in small quantities help make the product unique and highly effective.

For full ingredient details see the **Infants' Friend Comfy Baby Cream with Aloe Vera** 75 ml. Retail pack or visit www.infantsfriend.com.au

Application

After bathing, dry area carefully and apply **Infants' Friend Comfy Baby Cream with Aloe Vera** liberally, repeat as required. If soreness persists seek appropriate professional advice

Consumer Research with **Infants' Friend Comfy Baby Cream with Aloe Vera**

During the development of **Infants' Friend Comfy Baby Cream with Aloe Vera**, the product was tested with new parents and their new special person. Infants' Friend provided samples of the new cream through a post-natal clinic in regional Queensland. The results of this market testing process were overwhelmingly favourable and a highly significant indication that the product was extremely well accepted.

The research evaluated the parent's response to the feel, texture, aroma and effectiveness of the cream and asked for responses to the ingredients contained in the cream as well as preferences for a tube or jar.

The response indicated very strongly that both in performance and ingredient content the **Infants' Friend Comfy Baby Cream with Aloe Vera** was an excellent, safe and trustworthy product and was preferred in a tamper evident resealable tube. Consumer research on a larger basis in Brisbane, Ipswich and another regional city in Queensland also evaluated responses to three proposed product names and the Infants' Friend brand. Here again, results were very positive with strong brand awareness and support for the selected product name.

The results of the Consumer Research have been incorporated into the new product.

Here is just some of the feedback and comments that consumers involved in the product tests made about **Infants' Friend Comfy Baby Cream with Aloe Vera**

Thank you for having the sample available. I know that I may not have tried it on my own as I usually go for products I know and trust. After trying it I like it and it works fast. Bonita K

"Loved it! It's a shame it's not already available in the stores!" Hayley S:

"It worked very well. All redness was gone in the next nappy." Kym C:

"It certainly did the trick. Thank you!" Geraldine B:

"Nice, easy to apply product that works very well. My children are prone to eczema and this creamed removed redness at the first hint of irritation." Kate A.:

Infants' Friend products are sold only through chemists and are NOT available in supermarkets. Infants' Friend Pty Ltd sees this as an important component in ensuring the products maintain the same traditional relationship with pharmacists that the original Infants' Friend Oral Mixture had when first formulated some 70 years ago and still has to this day.

Infants' Friend products contain no scheduled drugs, and are basically a mixture of healthy aromatic and carminative (essential) oils and other ingredients. This means that Infants' Friend products are extremely well tolerated, and given the small dosage required, is great value-for-money - the same it was when JC Minnis first started manufacturing products in the main street of Ipswich, Queensland – over 70 years ago.

For more information about Infants' Friend products visit www.infantsfriend.com.au

Infants' Friend is a name that everyone trusts.....it's been a trusted friend to parents for a long time!!!

Infants' Friend Comfy Baby Cream with Aloe Vera

SUMMARY SHEET

- Can only be purchased in Pharmacies
- Australian Owned, Australian Made
- Contains Aloe Vera and other natural ingredients
- Easy to apply
- Small applications necessary (value-for-money)
- No scheduled drugs
- Flip-top cap for ease-of-use
- Texture, aroma and cream effectiveness tested through thorough market research

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Ingredients:

Water (Aqua),
Zinc Oxide,
Lanolin,
Aloe Barbadensis Leaf Juice,
Olea Europaea (Olive) Fruit Oil,
Caprylic Capric, Triglyceride,
Glyceryl Stearate,
Cetearyl Alcohol,
Glycerin,
Vitis Vinifera (Grape Seed) Oil,
Rosa Canina (Rose Hip) Fruit Oil,
Butyrospermum Parkii (Shea Butter),
Chamomilla Recutita (Matricaria) Extract,
Calendula Officinalis (Calendula) Extract,
Phenoxyethanol,
Dimethicone,
Potassium Sorbate,
Citric Acid,
Tocopheryl Acetate,
Tocopherol,
Ceteareth 20,
Allantoin,
Ethylhexylglycerin