



coffee with

When her son's diaper rash refused to clear up, Boundary Bay resident Marcie Weinstein-Smith created her own brand of baby products. Tyler Garnham photo

Natural care

Tsawwassen mom develops Lovey's line of chemical-free diaper change products

Marcie Weinstein-Smith remembers how frustrated she felt when her son Samuel's diaper rash continued to flare up despite her using baby wipes marked "natural."

"Finally, I began to figure that there must be something in the wipes that are irritating him," recalls the Boundary Bay resident.

She researched the ingredients on the label and discovered there were hazardous chemicals present in the solution. The "natural" claim was no more than a "green-washing" marketing ploy, she says.

"Unfortunately, the health regulations on cosmetics or personal care products, they're not strict enough."

Weinstein-Smith decided to take matters into her own hands and began experimenting with ingredients like aloe and essential oils to create a home-made diaper change solution. After a few applications, Samuel's diaper rash cleared up.

The successful concoction led to the birth of Lovey's—a line of all-natural baby care products that includes Lovey's Tushi Wash, a baby wipe alternative that contains no zinc, sulfates, parabens, petroleum or artificial fragrances. Weinstein-Smith suggests using the cleaning spray with Shoo-foo biodegradable bamboo wipes, which she also distributes. Immersed in water, the travel-friendly compressed cloths expand into 12 by 20 inch towelettes.

Weinstein-Smith says Lovey's fills a gap in the market.

"I wasn't able to find something like the Tushi Wash here, so that's why I ended up making the solution myself," she says. "I wanted something that I knew had only good ingredients."

She says children and babies are particularly vulnerable to chemicals, which have been linked to autism and other health complications, and encourages parents to educate themselves about what goes into some baby products.

"Don't be fooled by the green-washing that occurs on a lot of products," she says.

Weinstein-Smith still uses Tushi Wash on Samuel, now four, but now she uses it to clean his feet after a day of playing outside. She says one local veterinarian recommends using the wash on dogs with curly tails or wrinkled skin that develop rashes between the folds.

This year, Weinstein-Smith developed Lovey's Tushi Stick, a soothing diaper rash ointment in solid stick form. The response from parents has been positive, she says.

"Moms love the cleanness, they love the fact that it's environmentally friendly."

Weinstein-Smith takes pride in the fact that Lovey's products have been lab tested and contain zero chemicals.

"I want a clean conscience, I want to be proud of the product that I'm making so I'm really careful about what I put in the product."

Lovey's products can be purchased online at Loveys.ca or in 48 baby boutique and health retailers across Canada, including Wellspring Health in Tsawwassen and Buttercups Children's Boutique in Ladner.



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