

Vancouver mom develops Canada's first natural diaper ointment in a convenient stick!

When Marcie Weinstein-Smith took a market survey asking moms what frustrated them most about natural baby products, the prevailing answer was that “they all lie.”

They all seemed to agree that many products say the word “natural” on their labels, but in fact are not. But most moms don’t understand ingredients, and (let’s not kid ourselves), don’t have the time to research them either.

For Tsawwassen mom Marcie Weinstein-Smith, it was time to stand against greenwashing, which was affecting her own infant son. And so, she created her own natural baby line, products that are truly free of chemicals, and still work great.

“We don’t claim to be natural and then sneak in Phenoxyethanol or Iodopropynyl Butylcarbamate,” says Weinstein-Smith.

But wait, doesn’t going green mean a little inconvenience, or lack of effectiveness? Not in this case.

Weinstein-Smith worked with a chemist to produce Canada’s first truly natural diaper ointment in a roll-up stick format, called the Tushi Stick. Now moms have a *convenient* way to avoid chemicals and keep their fingers mess-free.

Designed to avoid the spread of germs, lab tests showed the product came out clean even after being infected with 5 strains of bacteria. In short, it naturally soothes diaper rash while keeping bothersome germs away.

“The best part about it is that it works,” says Weinstein-Smith. “I got tired of all the products that claimed to be natural but in the end were just ‘green-washing.’ I was determined to make clean products that contained no petroleum, no sulfates or parabens.”

Other moms love it too. Lovey’s already has 552 Facebook fans and, on the Lovey’s website, Emma Lee, editor of urbanbaby & toddler magazine is quoted as saying, “This is one product that not only makes parents’ lives easier, it also gives them the reassurance that they’re not inadvertently exposing their baby to unnecessary chemicals.”

Another mom, Julia Poelman, testifies that the Tushi Stick completely cleared up her son’s eczema (another use for the product).

Ashley Evans of Victoria, B.C. says, “This mess free product has not only made diaper changes easier with it’s twist up applicator but has completely combated my 11-week-old sons diaper rash.”

Weinstein-Smith’s research also led her to find that, according to the Environmental Working Group, at least 27 unsafe ingredients are in personal care products exposed to children daily.

Not only that, babies under 6 months have not fully developed the blood-brain barrier that prevents chemicals absorbing into brain tissue. Children’s skin is 30% thinner than adults, and hence, can also absorb chemicals easily.

This research is further enforced by Dr. Avram Sussman, a Naturopathic doctor in Vaughan, Ontario who says:

“Oddly, the majority of parents will never read the ingredients on a disposable wipe package or other baby hygiene product, yet everything that touches the skin can be absorbed by the body – especially if used repeatedly over time,” says Dr. Sussman, who believes Lovey’s products are a good alternative.

Thankfully, moms are slowly catching on to dangers of chemicals in baby products, and the new Lovey’s Tushi Stick is reaching store shelves. Moms can now buy the Tushi Stick, along with the original Tushi Wash, either online at loveys.ca or at the following locations on this page:

<http://loveys.ca/shop/where-to-buy-loveys-baby-products/>

About Lovey’s Body Products:

Lovey’s Body Products Inc. is a new Vancouver company that strives to make natural, worry-free baby care products that are healthy, safe and good for the environment. More information is available online at www.Loveys.ca or by contacting Marcie Weinstein Smith at 604-762-7425 or email at info@Loveys.ca.