

# Cherub Rubs

## CHAT'S

### DISTRIBUTOR NEWSLETTER

Apr-May 06

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## CALMING INFLUENCE



Coping with a tired and cranky baby can often send mum or dad into a tail spin, but there is a natural solution to help ease the unease of an irritable tot.

**Cherub Rubs Baby Calm Oil** has been used in maternity wards of many hospitals to help calm little ones and soothe them off to slumber land.

The rich Australian Macadamia Oil is absorbed much more quickly into the skin than traditional base oils such as

apricot or almond oil, and the organic lavender and chamomile essential oils are well-known for their calming qualities.

Advice from midwives and paediatric nurses is to rub a couple of drops of **Cherub Rubs Baby Calm Oil** into the toes and heels of a restless baby and it can do wonders.

And for that special bath time bonding, add a few drops to a warm bath to help send Cherubs off to dream land.



## FRESH AS A DAISY



Skin is a porous membrane which allows chemicals to pass through it into the bloodstream.

Poor quality commercial soaps formulated with chemicals, may have a high pH, and are often responsible for many unexplained skin rashes and irritations, especially if used on dry, sensitive skin. So it makes sense to use a natural gentle product for baby's delicate skin.

Alert your customers to **Cherub Rubs Natural Vegetable Oil Soaps**. Made to a natural formula which won't irritate delicate skin, these gentle soaps will make bath time a breeze and leave baby smelling fresh and clean.

Cherub Rubs soaps are ideal for anyone who has sensitive skin or is just looking for a natural product made with natural ingredients.



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## FREE GIFT - TRAVEL SOAP

**Take a look at the April-May Cherub Rubs Promotion.**

Your customers can place an order for **six** of each of the **soaps** and **Baby Calm Oil** and they will receive six **FREE** travel size soaps. They can use these to give out to their customers as a reward for purchasing Cherub Rubs products. **PLUS** with the premium offer they will receive a **FREE** Baby Calm Oil tester.

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## FOR THE WHOLE FAMILY

Cherub Rubs may be best known as a natural and organic skin care range for babies, but did you know that it is also ideal for teenagers, adults, grandparents - in fact anyone who needs a range of skin care products that is not only free from any chemicals but also gentle enough to use on even the most sensitive skins.

Remind your customers that the **Bum Balm** is an ideal moisturiser for dry chapped skin. In the Asia Pacific region the product is called **Skin Balm** and is widely used as an alternative to lanoline-based products, for the relief of dermatitis and wind-chapped winter skin.

You can also tell your customers it is an ideal solution to the hormonal itchiness many

women often experience during pregnancy.

Like all Cherub Rub products, **Bum Balm** is safe to use throughout pregnancy and for newborn babies, even those who arrive a little ahead of time.

So to help your customers gain extra sales, tell them not to save the best stuff just for the baby. Now everyone can experience the richness of 100% natural shea butters for a complexion as smooth as a baby's bottom.



## CARROTS - NOT ONLY FOR EYES

**Cherub Rubs Skin Soothe** has become a lifesaver for many people suffering from the itchiness of eczema and the angry red blotches associated with the often chronic skin condition.

The organic carrot oil used in the **Skin Soothe** is one of the reasons behind its success. Carrot oil has regenerating and toning effects, which is excellent for mature and congested skin, and especially good for eczema.

As Cherub Rubs uses organic carrot oil it has even a greater effect, and the rich orange colour of the product indicates that it is also high in beta carotene - one of the best anti-oxidants and especially beneficial for skin.

The high grade Aloe Vera gel used in **Skin Soothe** is also made without the common preservative EDTA - a water softening chemical which is used in many personal care products.

So now you can assure your customers that **Cherub Rubs Skin Soothe** with organic carrot oil, is ideal for them to recommend for anyone needing relief from irritating skin conditions.



## IS IT REALLY NATURAL?

With the rise of "natural" products on the market it can be confusing for many consumers to know what is really natural and what isn't. And when your customers want to know just how natural a product is, it is commonsense to turn to the label. But these can be confusing and misleading if they don't know what they're looking for.

In personal care products manufacturers must legally list all the ingredients in the product, usually in a descending order - the ingredient used most in a product will be listed first. The confusion comes when a product lists both natural and synthetic

ingredients and it is often difficult to tell the difference between the two.

One of the most common marketing tools is to say an ingredient is "derived" from a natural source, but in fact it means the original, natural ingredient has gone through one or a number of chemical processes to evolve into the form that has been used.

**Cherub Rubs** uses only natural ingredients - nothing derived - so you can assure your customers that all the ingredients in our products are just as nature intended them.

This means that you can guarantee your customers there is no chemical contamination in any of our ingredients - which is best for baby and best for mums.

