



ORGANIC PREGNANCY AND BEYOND

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I really hope you enjoy reading this! It is the culmination of my spa career, organic skincare expertise and of course being a mummy of two. It comes from the heart, with truth, a barrage of beauty and formulation experience and is all my own findings, my experiences and my opinions! I don't tend to be short on these!

Love Kirstie xx

YOU ARE WHAT YOU EAT AND WHAT YOU ABSORB...



THERE WILL PROBABLY NEVER BE A MORE CRUCIAL TIME TO ACCEPT THAT STATEMENT THAN WHEN YOU ARE PREGNANT.

We all know that pregnancy is temporary but it is a very important time in your life and that of your newborn. Currently you and your baby are affected by what you eat and absorb. Pregnancy can also have distinct effects on your skin, often not favourable ones. As skincare experts, we not only want to help and ensure you use the right products to solve any issues but crucially ensure no risks are taken during this time.

To give you some backstory, I launched Pinks Boutique, the Complete Professional Organic Solution to Spas the same year as I had my first baby. For the past 10 years, I have been dedicated to researching and selling organic skincare. I have been in the salon and spa industry since I was a baby and placed in my parents hair and beauty wholesale store. I have lived and breathed a career heavily dominated by nail extensions. I have trained thousands of students to apply acrylic, gel, tan, lashes and I have emerged out of the other side into the certified organic sector. To be clear, I didn't start as a 'lovely green fairy'. I lived a heavy, synthetic, chemical life dedicated to all the nasty ingredients the beauty industry has to offer. I am currently in the period of life where my friends and I are all having children and creating their families.



I have become acutely aware of the products the general population are using on themselves during pregnancy and on their little people once they are born.

My own pregnancies have also made me look at how poorly the spa industry deals with pregnant bumps. Hence, when I was approached by the award-winning C-Side Spa at Cowley Manor to make the 'best pregnancy treatment offering' the industry had seen I jumped at the chance.

I HAVE RECENTLY BEEN PREGNANT AND I UNDERSTAND HOW IT FEELS TO BE PREGNANT AND A NEW MUMMY.

I have lived (and still do!) the worries, the responsibilities, the masses of information and scaremongering you are barraged by. Hence, I felt compelled to write a short guide on skincare, ingredients and treatments.

It covers what you need to do when you are pregnant - skin and body wise. What you should avoid and how to do this. Also that 64 million dollar question of 'can I avoid stretch marks?' I want you to have all the information in one place to remove one set of research from your list.



Cowley Manor

and the Award Winning C-Side Spa
located in the glorious Cotswolds, UK

NOTHING IS MORE BEAUTIFUL OR EFFECTIVE THAN NATURE ...

A core brand statement for Pinks Boutique is that we believe there is nothing more beautiful or effective than nature and the miracle of growing a baby is included in that! That is why our Eco Luxe Organic Skincare is hand blended in England from natural and organic ingredients accredited by the Soil Association. Our ranges use the purest grown ingredients that are safe for mum and baby. Pinks Boutique products have a 'Soil to Bottle' concept. My team and I are meticulous about the detail of every product we create and never compromise on quality, sourcing the finest organic ingredients from around the globe that nourish, protect and rejuvenate your skin.

When you are pregnant, or trying to become pregnant, you already know there are a lot of limitations in the medications you can take and foods you can eat. At Pinks Boutique, we care as much about what we put on our skin as what we put in our mouths. The skin after all is the largest organ of your body with the ability to absorb products you apply topically. You are what you eat and absorb and when you are pregnant your babies nutritional supply comes from what you put inside your body - either by eating, drinking or absorbing.

Pregnancy is also the time where many women suddenly feel compelled to research natural and organic products even if they never considered it before. It is as if your natural instincts take over - rightly I believe. The natural and organic beauty world is a minefield of 'green washing' brands pretending to be organic and then real organic brands with complicated and conflicting accreditation bodies. When creating Pinks Boutique I had to do so much research to try and work this all out and I want to make it simpler for my other fellow mummies and guide you through this.

WHY DO WE SUGGEST CERTIFIED ORGANIC SKINCARE IS BEST DURING PREGNANCY?

YOUR SKIN ABSORBS - DO YOU REALLY KNOW WHAT CHEMICALS YOU ARE PUTTING ON IT OR THE RISKS OF THESE?

If you are using 'normal skin and body care' there will be a barrage of synthetic chemicals in the product which are not there for your skin. They are there to increase shelf lives, add colour, stabilize them, add smell and bind together oil and water as it is much cheaper to fill a product with water. The reality is that daily cleansing, moisturising and deodorising rituals can mean a cocktail of hundreds of different synthetic chemicals being applied to, and absorbed into, the skin.

Individual ingredients vary in their ability to penetrate the skin. Some are absorbed in tiny amounts while some can reach the blood vessels below the skin and be transported around the body. Medical studies argue that between 20 - 60% of what you apply is absorbed into your blood stream but either way this is a lot when you understand the ingredients and especially if you are circulating your blood through an umbilical cord.

Whilst one product may only contain very small amounts of a synthetic ingredient, it is the cumulative effect

of applying various products regularly to the skin that causes concern. In our opinion this should be avoided when you are not pregnant, let alone when you are!

If a product contains grown ingredients e.g plant extracts, essential oils and seed oils and these are not grown on organic land then they will have been grown with the use of manufactured (synthetic) fertilizers and pesticides (including herbicides, insecticides and fungicides). There may also have been plant growth regulators such as hormones, livestock antibiotics, food additives, genetically modified organisms and nano-materials used in the process. If you think about how plants grow - nutrients along with these synthetic chemicals in the soil - will be absorbed through the root system and into the plant. Hence, any ingredient you take from them will also contain those additives. None of these are known to have any benefits for the skin and instead you build up toxins in your body. This is the same process for organic/non-organic food.

WHAT DOES ORGANIC MEAN FOR THE INGREDIENTS WITHIN BEAUTY PRODUCTS?

Pinks Boutique organic ingredients are selected for their purity with vastly higher amounts of vitamins, anti-oxidants and omega 3, 6 and 9 fatty acids to fight against ageing free radicals and build healthy skin cells reducing ageing and stretch marks.

A really good example of this is oil. The massage oils we use in our celebrated spas during pregnancy treatments contain certified organic jojoba, apricot, avocado, rosehip, carrot and sunflower oil to name a few. Our mums to be usually take these home as their bump oil.

Have you ever thought about how beauty products are produced? The refining process

for food and cosmetic ingredients to get the maximum yield from an oil is to use caustic soda or hexane to bleach the seed oil. It is then 'washed' with fullers earth or something worse to remove fragrance and then lastly, the oil is steam distilled to remove all traces of colour and natural fragrance. The seed oils are heated to temperatures of up to 180 degrees destroying all the nutritional goodness for your skin and body. What would happen if you boiled carrots and broccoli to 180 degrees in your kitchen? You would end up with a useless vitamin lacking mush.

WHY DO THEY DO THIS?

- **Cheaper process than cold pressing - also delivers a higher yield.**
- **When you cold press an oil it can be darker or a more unstable colour, it can have an odour and pulp often remains in the oil bottle.**

Pinks Boutique uses cold pressed oils, where available, so they retain their anti-oxidants, vitamins and essential fatty acids which are crucial to delivering long lasting results to your skin and keeping it supple.

Skincare should be thought of like food and producing it like cookery. The best results come from small batches, frequently made with fresh, organic grown ingredients. The production should be considered too - what heat levels are added, does a human stir and control it or a giant run of machinery? In our world, it is always the human, in fact a lovely bunch of local school mummies who help blend and pour the products.

Later, on page 37, there is a full guide on how to ensure you are buying natural and organic and not being cheated by 'green washing' companies.

THE DREADED STRETCH MARKS

CAN I PREVENT THEM?

The 64-million-dollar question. We are a brand based in truth and professional advice and as such we would not promise that any product in the world could guarantee this. Whether you will get stretch marks will depend on your genetics, the natural elasticity of your skin, what size you are, what size you become and whether you take care of your skin during the pregnancy.

However, you absolutely must give your bump skin the best chance and the way to do this is to:

- frequently massage as many moisturising and nourishing ingredients into your skin as possible;
 - use products with high levels of anti-oxidants and fatty acids;
 - balms and oils are excellent. If you use a cream moisturiser we would advise a balm over the top to trap it also;
 - use elite grown organic seed oils, cold pressed or carbon dioxide extracted if possible. The best versions available.
-

WHEN SHOULD I START DOING THIS?

From as early in the pregnancy as possible and don't miss a day. Normally in Pinks Boutique we apply the rule of less is more when using our products, however, this is not the case on bump skin - keep applying!



SHOULD I USE BIO-OIL?

The best-known oil used to combat stretch marks is Bio-Oil. Have a closer look at the ingredient list and compare them against the product we're recommending and draw your own conclusions:

INGREDIENT COMPARISON (*ORGANIC).

Bio-Oil Ingredients:

Paraffinum Liquidum Triisononanol
Cetearyl Ethylhexanoate
Isopropyl Myristate
Glycine Soja Oil
Helianthus Annuus Seed Oil
BHT
Bisabolol
With these artificial colourings
Orange: CI 26100 (Red 17)
Pink: CI 26100 (Red 17) and CI 60725 (Violet 2)

Rose Jojoba Oil Ingredients:

Helianthus annuus (sunflower) seed oil*, prunus armeniaca (apricot kernel) oil*, buxus chinensis (jojoba) seed oil*, pelargonium graveolens (rose geranium) flower oil*, lavandula angustifolia (lavender) flower oil*, cymbopogon martini flower oil*, cananga odorata flower oil*, rosa centifolia (rose) flower oil*, tocopherol (natural vitamin E) and it naturally looks rich !

Paraffinum Liquidum is the major ingredient of Bio-Oil with a highest % of the bottle made up of this ingredient. As you will see later in the 'ingredient baddies list', in the best case, paraffinum liquidum is an inert ineffective oil. In the worst case, you are rubbing petrol derivative all over your bump. BHT is not an ideal ingredient, it is banned in all food production in the UK.

WHAT IS THE PINKS BOUTIQUE PERFECT BUMP CARE ROUTINE?

- **In the morning** - massage Rose Body Lotion into the bump to hydrate the skin.
- **In the evening** - if you have a bath or shower, use our ultra-gentle Rosehip Face & Body Scrub all over your bump. When you are finished, pat dry & quickly apply Rose Face & Body Balm or Sweet Orange Body Balm to your slightly damp skin.

- **Once a week** - after your bump scrub, apply Rose Clay and Rosehip Mask and leave for 10 mins. Remove and apply nourishing balms.
- **Twice a week** - also use Rose and Jojoba Oil or Sweet Orange Body Oil on the bump to nourish and then apply the matching balm over the top trapping it in. Remember all this application has the added bonus of sending love and energy to your baby. I have done many a pregnancy massage where the baby responds amazingly to massage and application on the bump-pressing back and kicking.

THE ADDED BONUS OF SENDING LOVE AND ENERGY TO YOUR BABY

This was my routine during both my pregnancies and I did not get a single mark with either Layla or Charlie. My stomach is still a little bigger than it was but no stretch marks!

WHICH PINKS BOUTIQUE PRODUCTS CAN BE USED ON MY BUMP?

- Rose and Jojoba Face and Body Oil
- Sweet Orange Body Oil
- Rose Face and Body Balm
- Sweet Orange Body Balm
- Rosehip Face and Body Scrub
- Rose Geranium Body Wash
- Rose Crystal Bath soak
- Rose Clay and Rosehip Mask
- Pinks Blend - this is the only unfragranced option so ideal oil for bump if your morning sickness is causing you to struggle with smells.



WHAT IF I DID GET SOME STRETCH MARKS?

Start working on them asap while they are in their 'red phase' before they turn white. Once white they are there to stay. Cold pressed organic rosehip oil and vitamin E tocopherol are best for recent stretch marks or scars. We have this in our Anti Age Serum but you can also buy just the pure individual oils. Ensure you buy the organic cold pressed version and you want tocopherol not Vitamin E acetate.

WHAT ABOUT AFTER I HAVE HAD MY BABY?

Your stomach skin still needs tonnes of support as it has lost all the fluid and baby underneath it and will feel very loose. Keep on with your regime of serums, oils, lotions and balms. Rose Crystal Bath Salts in your bath in the post birth undercarriage healing phase are an additional must!

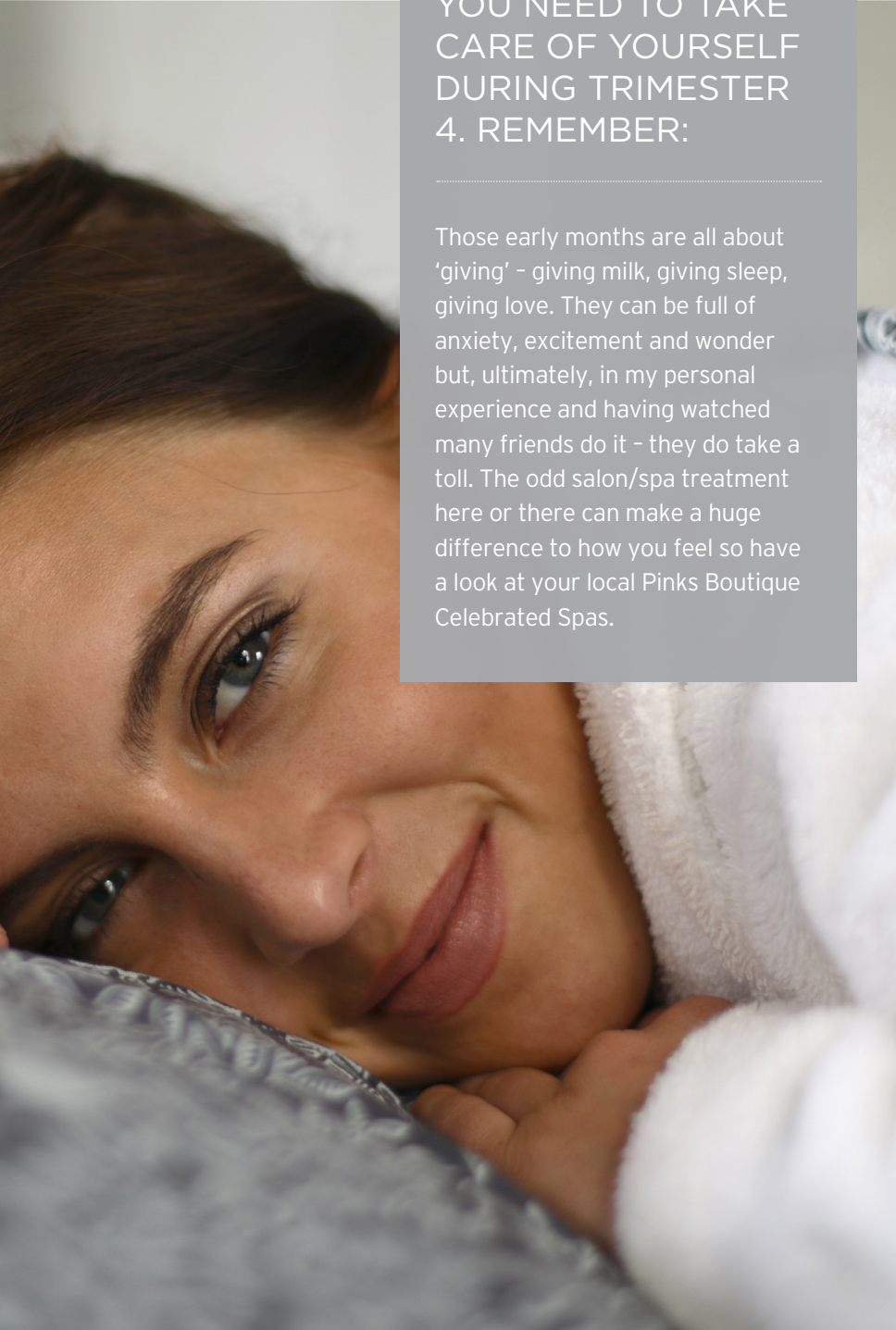
WHAT OTHER PINKS BOUTIQUE PRODUCTS WOULD YOU USE AFTER BABY HAS BEEN BORN?

Rose Crystal Bath Salts - a blend of dead sea salts, Epsom salts and Himalayan mineral crystals. These are antiseptic and healing, ideal for your post birth undercarriage. Calming with soothing rose essential oils, a must for every bath.

Hand Balm - nourishing superfood soufflé to help support hands through all the continual washing, baby bottle washing, etc.

Pinks Blend Oil - the 'everything oil' for your newborn, toddlers and children and yourself. The only bottle you need for your baby.

Ultimate Anti-Oxidant Eye Cream and **Anti Age Serum** - to help your tired eyes and face during the night feed period - however long that might be!



YOU NEED TO TAKE CARE OF YOURSELF DURING TRIMESTER 4. REMEMBER:

Those early months are all about 'giving' - giving milk, giving sleep, giving love. They can be full of anxiety, excitement and wonder but, ultimately, in my personal experience and having watched many friends do it - they do take a toll. The odd salon/spa treatment here or there can make a huge difference to how you feel so have a look at your local Pinks Boutique Celebrated Spas.

SHOULD I HAVE TREATMENTS WHEN I AM PREGNANT?

TRIMESTER ONE

Salons and spas are limited as to what they can offer for treatments during the first trimester. This will vary slightly depending on the spa, their insurance policies and the owner/manager.

On average you will not be allowed any body treatments, massage or any invasive or detailed treatments which are product heavy. Most salons will let you have manicures and pedicures as long as the reflex trigger points around your ankles, related to your uterus and ovaries, are avoided.

From a personal point of view, many people don't want treatments in the first 12 weeks as you can feel sick, exhausted and react oddly to smells. I love lemongrass, hence, why we have so much in the Pinks Boutique range but I literally couldn't stand to be near it in my first pregnancy. In the second I was fine. It was the aroma of coffee, my other great love, that killed me the second time! I could smell it from miles away.

Please don't be upset with a spa if they refuse a T1 treatment, they have no option if their insurance prohibits treatments during this period.

Don't, however, take any notice of therapists who tell you they can't do treatments in the first 12 weeks as you are 'at risk'. I want to make sure you are clear what is really going on so you do not have fear of treatments during the rest of your pregnancy.

There is no evidence, that I have come across, to suggest that massage has a detrimental effect on pregnancy but insurers don't want spas or therapists to be at fault in what is the potential period where miscarriage is most likely. This is simply an insurance safeguard.

TRIMESTER 2 AND 3

The doors open up again and I would absolutely suggest you try and take time to have treatments while you are pregnant.



REMEMBER:

If you can find somewhere that delivers good pregnancy treatments, then I couldn't recommend it more. Massage helps reduce swelling and tension in your body, improves general wellbeing and relaxation and will also make a crazy period in your life even more special. Spas, as a whole, in the UK have a very poor offering for pregnant ladies. Normally just one massage. Pinks Boutique is doing a lot of work alongside their beautiful salon and spa partners to right this wrong.



WHEN YOU ARE BOOKING TREATMENTS YOU NEED TO CHECK:

- What product ranges are they using - are they pregnancy safe and ideally are they certified organic as opposed to them just saying they are natural and organic?
 - What positions will you be in? Will you be on the bed and, if so, in what position? Will you be seated, do they have floor massage or the option of a massage birthing ball?
 - Tell them if there is anything you are worried about.
 - You need to tell them if there are any specific medical conditions occurring as you don't want to waste your time and turn up and they can't work on you.
 - Is the bump included in the treatment - are you happy having bump touched? It is a fabulous experience to share as a therapist, I always love it as the bambino comes and pushes against you. In our Pinks Boutique Pregnancy treatments, it is crucial to getting in all the omega fatty acids and anti-oxidants to help the stretched skin. However, some people don't like it so be clear if this is the case and hopefully they will let you apply the product if you don't want someone else touching your bump.
 - What exactly happens in the treatments?
 - I would take a drink with you and something to nibble on. A really good pregnancy treatment will always make sure they have something there for you to eat in case you get light headed at any point but worth taking your own backup.
-

I did lots of research having other brands' pregnancy treatments while I was pregnant with Charlie and had some really poor experiences. One very well known brand wouldn't massage my back as they said it was too invigorating despite the fact it desperately needed a massage. One made me lie on a plastic sheet on the bed as there was a mask going on the bump. I was so hot in the later stages of pregnancy that I was just sticking to it and lying in a pool of sweat. When I got off the bed I couldn't face the relax lounge, I had to go and get showered to remove my dripping perspiration! Pregnancy treatments are not all equal!

WHAT YOU SHOULDN'T HAVE/DO IN A SPA WHEN PREGNANT

- Go in all of the heat treatments - spa jacuzzis, steam rooms, etc.
- Let them use products on you which are not pregnancy safe and, for me, not certified organic.
- I wouldn't suggest you have gels or extensions put on when you are very near the end of your pregnancy. If, for any reason you end up in surgery they don't really like them there as they want to be able to see the colour of your nails. They can use your toenails but why take the risk?
- Not tell them the truth during consultations. If you have any complications in the pregnancy, most therapists and spas would rightly refuse to work on you until they had more input and consent from your midwife/health carers.

THAT LIST WOULD INCLUDE:

- | | |
|---|--|
| • Heavy (pre-birth) Bleeding | • Chronic Hypertension |
| • Polyhydramnios
(Increased amniotic fluid) | • Thyroid Disease |
| • Preeclampsia | • Pre/Post Natal Haemorrhage |
| • Connective Tissue Disorder | • Eclampsia |
| • Preterm Labour | • HELLP syndrome |
| • Incompetent Cervix | • Renal Disease Exposure |
| • Deep Vein Thrombosis | • Infectious Disease |
| • Intrauterine Growth Retardation | • Diabetes |
| • Gestational Diabetes | • Kidney Disease |
| • Substance Abuse | • Heart Disease |
| • Repeat Miscarriages | • Thrombophlebitis |
| • Hyperemesis Gravidarum
(Severe Morning Sickness) | • Hypertensive Disorder |
| • Oligohydramnios
(Decreased Amniotic Fluid) | • Thrombophilia |
| • Placental Previa | • Placenta Abruptia |
| | • Serious Urinary Tract Infection |
| | • Severe Asthma/Breathing Difficulties |

Towards the very, very end of your pregnancy there are certain treatments that can really help convince baby it is time to show themselves. I would recommend you research pregnancy acupuncture and reflexology to induce labour. You should find a specific birthing reflexologist for this. I still remember lying in the bath breathing through my early surges, if you hypnobirth, or contractions to the rest of the people and hearing Luke cancel the reflex appointment I had booked to convince Layla to come out. Still sad I never got to have it! I went into labour with Charlie 3 hours after a pedicure where I had begged a friend and local therapist to push around my ankles - something your therapists should never do when you are pregnant unless it is time for the baby to come out.

CAN I HAVE BRAZILIAN WAXING AT THE LATE STAGES?

Yes you can, but you just need to know it hurts much more than normal as there is so much blood flowing into the area as it preps itself for birth. It is much harder for the therapist to stretch well and it is overall more sensitive.





TRIMESTER TREATMENT GUIDE

I have made you a guide of the treatments which work well in which trimesters, your treatment wish list so to speak.

TRIMESTER 1:

- Tricky - due to insurance companies
- Will vary per spa / salon
- Morning sickness will play a part here too

Happily, have...

- manicures
- pedicures

TRIMESTER 2:

- Pregnancy full body massage
- Pregnancy back massage - ideally seated forward on a Swiss Ball
- Pregnancy shoulder, neck and scalp massage - seated
- Pregnancy facials

- Bump and stretch mark treatments
- Lighter legs - reducing swelling in lower legs
- Pregnancy pedicures
- Pregnancy manicures

TRIMESTER 3:

- Pregnancy full body massage - make sure the back is done seated forward facing, on a ball or even as floor massage
- Pregnancy back massage - ideally seated forward on a Swiss Ball
- Pregnancy shoulder, neck and scalp massage - seated
- Pregnancy facials

- Bump and stretch mark treatments - conditioning the skin and keeping it supple
- Lighter legs - reducing swelling in lower legs, starts to become very key at this stage
- Pregnancy pedicures
- Pregnancy manicures - hands start to swell so you want manicures which are pregnancy specific to help reduce this

38 WEEKS ONWARDS:

- Continue with any of the T2 and T3 treatments
- Pregnancy acupuncture
- Pregnancy reflexology
- Work around the ankles is beneficial to help convincing baby to appear

POST NATAL:

- Post natal massage
- Post natal stretch mark conditioning treatments
- Post natal facials and eye revival treatments

SHOULD I USE AROMATHERAPY PRODUCTS WHILE PREGNANT?

This is a grey area and one that makes me quite sad. The UK pregnancy scene seems obsessed with aromatherapy oils being dangerous in pregnancy and the information on every website you search is conflicting. For what it is worth, here is another opinion ... mine.

Rules about essential oils are often to do with ingestion. However, as you are not going to eat them then I feel further discussion is required! Essential oils used incorrectly and in the wrong hands are not a great idea for any human so unless you are trained I wouldn't deal with them yourselves. If you are using them they should be the best grade, organic version grown.

THERE IS A LIST OF ABSOLUTE NO NO'S IN PREGNANCY

These include:

- Clary Sage
- Jasmine
- Rosemary
- Juniper berry
- Clove
- Cinnamon
- Nutmeg
- Thyme

There are various reasons behind this, some are believed to induce bleeding or stimulate contractions. However, post 38 weeks, some of these become useful again when you want the baby to appear!

AROMATHERAPY IS AWESOME IF USED CORRECTLY IN PREGNANCY.

Aromatherapy is awesome if used correctly in pregnancy. Go for pregnancy safe blends and question your product range or salons / spas on which they think you should avoid - they will know. We, for instance, discontinue our wild mint range as an option for pregnancy treatments. There is no evidence that the peppermint is a real 'no, no' but our feeling is that it is quite stimulating and that is not required for a hard-working, pregnant body.

I WOULD WARMLY RECOMMEND, PRESUMING A NORMAL HEALTHY PREGNANCY, USING SKIN AND BODY CARE THAT INCLUDES...

- Chamomile
- Lime
- Mandarin
- Neroli
- Sweet Orange
- Ylang ylang
- Lemon
- Lavender
- Rose otto
- Rosewood
- Bergamot

These can help, not only with your skin, but with sleep and your mood. Lavender gets lots of conflicting press. Robert Tisserand, the aromatherapy guru, concludes it is viable in pregnancy and there is substantial evidence to support this.

ORGANIC SKINCARE FOR YOUR BABY

When your baby is born, its skin will be five times thinner than an adult. It has had no synthetic chemical ever touch it, just natural products. More importantly, their skin has never been exposed to air, sun or any environment other than their perfectly balanced amniotic fluid. This means two things.

Firstly, it will take up to four weeks for babies skin to adapt to the new environment and, in which time, their skin is likely to require lots of moisturising. Post birth they get very dry. We find that our Pinks Blend Oil is perfect for this with its balance of organic oils matching the skin's natural sebum (protective layer). Secondly, it means babies are like the consummate organic and natural skincare lovers as their skin has never had anything else so why not keep it that way!

As soon as you start to use perfumed baby wipes and paraffinum based bottom creams such as Sudocrem and a baby wash full of sodium lauryl sulphate, you will start the toxic exposure that will continue for a lifetime. These ingredients are believed by leading dermatologist to be major factors in the increase of child eczema and allergies. Start as you mean to go on for them.

I BELIEVE YOU SHOULD AVOID:

Baby brand's at face value, irrelevant of these claims

- Dermatologically tested
- No tears

You need to check the INCI list (ingredient list).

WHAT SHOULD I USE ON MY BAMBINO?

As most midwives suggest you need to minimize the products you apply to baby and there is no need for fragrance when they are little. This is one of the most common aggravators in skincare.

DRY SKIN / FLAKY PATCHES / CRADLE CAP

- **Plain seed oils** - ideally cold pressed and organic - e.g. apricot oil.
- **Soil Association, USDA, BDIH, COSMOS or NaTrue Certified Organic baby brands.**
- **Pinks Blend Oil** - being a mum is complicated. We wanted to make one part more simple. Our baby blend is perfect for use on dry flaky skin, cradle cap, itchy patches, mum's tummy, baby massage and an all over face and body oil for bambino. Just one bottle for all of your babies skincare regime, your 'everything oil'. Our 100% organic certified, hand picked and cold pressed seed oils are selected to balance and restore dry skin. With nourishing jojoba and apricot, our baby oil is designed to be the best for your baby's skin blended to resemble human sebum and mirror the natural skin lipids.

ONE BOTTLE
FOR ALL YOUR
BABIES SKINCARE
REGIME.

BATHTIME

In the very early few weeks – just plain water.

Moving on from there to toddlerdom and beyond... you have to avoid the bubble baths. Just because we all sat in them doesn't mean your children have to. Anything that foams and bubbles will have skin irritating sodium lauryl sulphate in it.

Replace bubble baths with bath salts or certified organic body washes.

For both of my children, I have never put anything in the water, apart from, occasionally, our Rose Crystal Bath Soak. Ultimately, fill the bath with toys to entertain them and not bubbles and when you wash them, literally only apply it to the key areas – dirty bottoms and hands.

Choose shampoo and conditioner carefully too. Later in this book there is a list of ingredients to avoid, to help guide you.

BABY SKINCARE BRANDS WE WOULD USE...

Pinks Boutique - 'Pinks Blend'- our 'everything oil' for dry skin, eczema and cradle cap. Rose Crystal bath soak for the bath water.

- Nom Nom
- Organic Monkey
- Petit Pai
- Neal's Yard
- Lulu and Boo
- Green People
- Bamfords
- Weleda Baby
- Any baby product with a Soil Association logo on

BOTTOMS

Neither of my children have ever suffered from nappy rash and I have become more and more convinced that much of it is caused by baby wipes. Thoughts for looking after those cherub bums then ...

WIPES

Baby wipes are filled with harmful ingredients and ironically are often the cause of severe nappy rashes. You will often find that baby wipes are highly perfumed, soft and almost feel silky to the touch. This occurs because of the presence of a variety of synthetic chemicals and perfumes. Many mainstream wipes also seem to leave bottoms very wet. They do this as I suppose there is some benefit when cleaning the bottom but it then will not dry and worsens the risk of nappy rash.

We suggest you try the Eco alternatives which include:

- Water Wipes
- Beaming Baby
- Nature Care
- Jackson Reece
- Earth Friendly Wipes

Another option we advise is to make your own nappy wipes. You can do this by using soft cloths with water, you can even use chamomile tea. Chamomile is soothing and anti-inflammatory. Soak some organic cotton wool or fabric strips and use to wipe bottoms. Really soothing for nappy rash too. I wouldn't get into the habit of cleaning their face with wipes. Convenient I know, but not good for their delicate facial skin.

NAPPIES

More than 8 million nappies are rubbished each day in the United Kingdom and on average only 20% of these are biodegradable meaning that the remaining 80% can take up to 400 years to decompose.

There are now much advanced versions of the old terry towelling nappies my mum put me in. There are now cloth nappy systems with popper fastening inserts. The outsides are funky, outer nappies with an insert which I think looks like a fabric sanitary pad! They come in organic cloth, bamboo and standard cotton. Our household has used them and, in honesty, they are never as easy as throw away nappies, nor are they as effective when things really get a bit messy.



For just wee wee, all fine, small poo all fine, really big outbursts not quite as good! My conclusion was I used them when we were at home or not going far. I never used them for night time as they couldn't compete with a normal nappy for absorption. The eco in me hated myself but based on the stats we opened this section with even if you save 2 or 3 nappies a day and use the cloth nappies, surely that is a huge step in the right direction.

There are eco disposable, throw away nappies available on the market, which are considered to be at least 60% biodegradable, chlorine-free and free from skin irritating fragrances. Nappy rashes can occur due to the deodorants, dyes and chlorine contained in nappies by mainstream brands. You should definitely get a pack of these and in the early months test them out to see which you prefer.

www.beamingbaby.co.uk distribute:

- Bambo Nature
- Beaming Baby
- Tushies
- Moltex Eco
- Naturecare baby

Also check out www.naty.com

NAPPY SACKS - remember to get biodegradable versions of these too.

BOTTOM CREAMS

You definitely need to find a good bottom cream. Hopefully with the right wipes and nappies you will be avoiding full on nappy rash. However, there will always be days where your bambino has pooped so many times they have a red bottom, your nursery school leaves them sitting in it too long or they are teething and have a runny bottom. On those days, will need your bottom cream.

Firstly, nobody ever explains there are 2 categories they fall into. Some are preventative and some are for treatment of the nappy rash. The latter can have mild antibacterial agents, some have mild local anaesthetic. These are NOT to be used on a daily basis when changing nappies. They don't often market themselves like this and you can think they are the category one type so read the ingredients.

I have mentioned already that for me it would never be Sudocrem. Many people swear by it but I had a fantastic conversation with a very well renowned cosmetic formulator. He joked that when an ingredient list hasn't altered since 1946 it isn't normally a good thing for your skin. It is again a paraffinium liquidum base, yuk!

YOU NEED:

- A safe, gentle & preventative cream.
- Avoid paraffinium liquidum. Propylene glycol, PEGS- all the 'key baddies' we list later on.
- For my little people it was always Weleda Nappy Cream - their best selling product in the UK.

ARE THERE OTHER THINGS I SHOULD CONSIDER?

Within this book I don't want to spend too much time deviating away from the major focus which is anything skin related but just for your interest - a couple of other elements to think about.



BABY BOTTLES, BEAKERS AND DUMMIES

From the minute a baby is born they suck on plastic. Plastic bottles, beakers, toys, forks, spoons, dummies. Some plastics, normally cheaper ones, contain phalates and all humans of all sizes should avoid over exposure to these. So I want you to think about the plastics when you are doing your pre-baby shopping.

Buy BPA-free bottles, beakers, bowls, spoons and dummies.

Ensure you store baby and toddler food in glass, ceramic or steel bowls ideally.

Do not microwave their food in plastic containers as heating plastic increases the likelihood of BPA or other toxins leaching into the food. This is why at Pinks Boutique we choose our plastic bottles so carefully and often use glass. There are some useful information in www.thegreenguide.com, put 'baby' into the search bar.

I SUGGEST YOU
TAKE A LOOK AT
ECO BPA FREE
BABY BOTTLES AT:

www.greentogrow.com

www.babybornfree.co.uk

www.crocodilecreek.com

www.mimijumi.co.uk

TEETHING TOYS AND OTHER TOYS THAT GET PUT IN MOUTHS

Unfortunately, the same problems are relevant with baby toys. Aim to purchase wooden toys instead of plastic ones as PVC (polyvinyl chloride), phthalates and BPA (bisphenol a), an endocrine disruptor, are often present in plastic toys. These can interfere with the body's hormones.

Think about cleaning the toys too. Consider alternative, safer ways to clean these toys your children put in their mouths. It is advised not to use popular household cleaning agents as you don't want to eat these.

Pinks Boutique offers an Organic Hand Sanitiser that cleans effectively but is not harmful to your child. Easy to use on any toy by spraying, wiping and then rinsing with water. Our sanitiser can also be used to clean highchairs and kitchen surfaces with no risk of affecting your little ones nearby.



Charlie and Grey Rabbit

THE GUIDE TO NAVIGATING ORGANIC SKIN AND BODY CARE? DEFINITIONS

ORGANIC - produced or involving production without the use of chemical fertilizers, pesticides or other artificial agents.

NATURAL - existing in or caused by nature; not made or caused by man.

NATURAL COSMETICS/ NATURAL BABY PRODUCT - a product that contains ANY AMOUNT of natural ingredients. It can be only 1 or 2 ingredients and label itself as entirely natural.

CAN I TRUST 'NATURAL' ON MUM AND BEAUTY BOTTLES? In essence, no. There could be one natural ingredient in there only.

CAN EVERY INGREDIENT BE ORGANIC? No - if it isn't a grown produced product then it can't be. For instance, water, dead sea salts and Himalayan mineral crystals are 100% natural but are not classed as organic as they occurred naturally. This is why you get differing organic percentages on the front of our bottle.

CAN I TRUST ORGANIC ON MUM AND BABY BOTTLES? No, as with natural you can put a minimal % of organic and label it organic. You need to ensure your bottle has a recognised and real organic certification badge.

WHO CERTIFIES A BEAUTY OR BABY PRODUCT AS ORGANIC?

Most countries have an agency to certify GENUINE organic products e.g.

- Ecocert - France
- BDIH - Germany
- USDA - America
- Soil Association - UK

The problem is they have no unity in policy which makes it confusing for the consumer. To simplify, we chose the Soil Association as they have the strictest organic standards. We have this badge on every bottle we produce.

Guesthouse Spa

at No 15 Guesthouse located
in the beautiful city of Bath, UK



IF YOU PUT ORGANIC ON YOUR MUM AND BABY PRODUCT BOTTLE OR IMPLY THIS IN YOUR MARKETING DO YOU HAVE TO HAVE BEEN CERTIFIED?

Nope and that is the problem. It is a voluntary process and the products will only pass if they are genuinely organic. Most natural organic cosmetics you see would not meet the standards. Pinks Boutique do but there is no real body patrolling the situation in the UK or abroad. There is for food but in beauty you can get away with anything. The only body who would object are the ASA, Advertising Standards Agency, and they rarely seem to.

You could have 1% organic and call yourself organic currently, so you have to be careful when shopping! The Soil Association classes products with a minimum of 95% organic ingredients as 'organic'. Those with 70-95% organic ingredients can be labelled 'made with x% organic ingredients'. The remainder percentages have to be from a permitted allowed list of natural ingredients.

BABY PRODUCTS WILL USE THE FOLLOWING WORDS TO ENSURE IT LOOKS NATURAL BUT YOU NEED TO CHECK THE INGREDIENTS, THESE DO NOT MEAN IT IS NATURAL AND/OR ORGANIC:

- Hypo allergenic
- Tear free / no tears
- Dermatologically tested
- Paraben Free
- Botanical
- Plant extracts
- Free from ... and then a couple of things they have taken out implying this gives it utter purity



IF I WANT TO
USE ORGANIC
PRODUCTS DURING
MY PREGNANCY
AND ON THE BABY,
HOW CAN I ENSURE
I AM GETTING
A PRODUCT
THAT REALLY IS
ORGANIC?

1. BECOME A 'BOTTLE-TURNER'

Don't take too much notice of the front of the bottle. Brands can put whatever they like on the front of the bottle or box. Labelling products with 'organic' or 'natural' is not regulated. Baby products will often be designed in soft, natural looking colours using the words 'gentle' and 'pure'. The only place they have to legally tell the truth is the ingredient list - so become a 'bottle turner' and look there first.

2. DON'T TRUST THE HYPE

Remove all your preconceptions about what natural or organic look like. Don't trust brands just because they are green, white or beige in colour or have leaves or flowers on them and have names which appear to tell you they are botanical or pure and, therefore, clearly natural?

3. CHECK FOR NASTY PRESERVATIVES

Check the shelf life. A certified, organic skincare product will have a batch date and a best before date just like food but this is unlikely to be over 18-24 months. If it is higher then start to ask some more questions about what is preserving the product for such a long time. A non organic cosmetic will have in the last line of the ingredients- 'methyl paraben, ethyl paraben'. They will be in nearly every product in your bathroom. If you apply most of them every day, twice a day then you are drip-feeding yourself an unhealthy dose of parabens.

4. CHECK THE INGREDIENTS

The only real way to know if something is what it says it is on the label is to check the ingredients. The best way is to learn which ingredients to look out for. As a good rule, if you can not decipher a word then question whether you want it on your skin with the potential to be absorbed into your body.



5. LOOK FOR CERTIFICATION

Is there a genuine organic certification standard such as Soil Association on the bottle? For us this is the only way to really trust a skincare product. Beware that product houses have started to make their own circular logos stating 'free from parabens', etc. These do not mean they are organic and have no third party audit.

Be very aware of products with logos stating 'Made with Organic Ingredients' - this could just be two ingredients!

There is an independent website worth looking at which can help you decipher ingredients but also it lists unbiased health ratings on all ingredients and major brands.
<http://www.ewg.org/skindeep/>



‘KEY BADDIES’ - THE INGREDIENTS WE WANT YOU AND YOUR BUMP TO AVOID.

IT IS TIME TO CONSIDER WHAT YOU ARE REALLY USING ON YOUR SKIN WHILST YOU ARE PREGNANT AND DO YOU WANT TO USE THESE INGREDIENTS ON YOUR NEWBORN BABY?

P.S We are free from all of these so when you embrace the Pinks Boutique lifestyle you are avoiding these for you and your family.

Butyl, Ethyl, Methyl & Propyl Paraben: (preservatives) used as inhibitors of microbial growth, to extend shelf life of products. Widely used in cleansers and moisturisers. They can cause gastric irritation, numbing of the mouth and many allergic reactions and skin rashes. They particularly affect asthma sufferers.

Mineral Oil, Liquid Paraffin: Petroleum by-products that coat the skin, clogging the pores. Used in many products because it is cheap - baby oil is predominantly mineral oil. Have a good look at the ingredients.

Petrolatum & Petroleum Jelly: Mineral oil jelly, interferes with the body's own natural moisturising mechanism, leading to dry skin and chapping. Appears in lip-gloss, lipstick, lip balm. We are being sold products that actually create the very conditions they claim to alleviate. It is a key ingredient in most baby bottom balms.

Polyethylene Glycol: (PEG) a petroleum derived ingredient. There are concerns that it can alter and reduce the skin's natural moisture factor and can increase the appearance of ageing and leave you more vulnerable to bacteria. Used in cleansers to dissolve oil and grease, also used in caustic spray-on oven cleaners.

Propylene Glycol (PG) & Butylene Glycol: Gaseous hydrocarbons which in a liquid state act as “surfactants” (wetting agents and solvents). Commonly used in cleansers, moisturisers, body lotions, foundations etc. Used in industrial anti-freeze and hydraulic brake fluid. PG is strong enough to remove barnacles from boats.

Methylisothiazolinone (MI): a preservative permitted for use under European regulation but believed by leading dermatologists, to be causing a dramatic rise in contact dermatitis - eczema caused by skin contact with a topical allergen.

Sodium Lauryl Sulphate: will be in all your shampoos, bubble baths and children’s body washes. It is also used in engine degreasers, car washes and floor cleaner. A cheap foam and thickener, this is what makes bubbles. You may like bubbles and have grown up with them but do you really need in your babies bath?

Colour/Fragrances: cause sensitivity and skin irritation. If you see the word PARFUM listed in your ingredients- this alone can be up to 5-150 component parts so likely to irritate. That is another mass of ingredients for your skin to potentially absorb and have to deal with.

Animal Testing: we just don’t do it. We believe in protecting the bunnies. We do not test on animals, nor any of the ingredient parts.

QUICK AND EASY SHOPPING GUIDE

We have made you a card to fit in your wallet which lists all these ingredients so you can keep it with you while wandering down the skincare aisles and ensure you make the best choices for you and your family. Our spas will give this to you after treatments. If you don’t have one but would like one just shout. Email us at hello@pinksboutique.com



THE BIGGER PICTURE - THE PLANET

At Pinks Boutique our responsible business practices are driven by our ethical values and strong belief in beauty, nature and truth.

- We are kind to the environment. This cannot be said for all product houses.
- All our ingredients come from sustainable sources and are fully biodegradable.
- We have careful sourcing policies to ensure safe and protected labour.
- We minimise packaging to prevent excessive waste of plastic and card.

- We manufacture under carefully controlled conditions by hand.
- Every decision we make has to protect our environment and improve this as well as your skin health and radiance!

During your pregnancy, and thereafter, we can provide you with luxurious, organic skincare making your daily skin and body routine a pleasure. Morning and night, Pinks Boutique will envelope you in our captivating aromas, opulent textures and long lasting results without synthetic chemicals. Also without harm to the environment or questionable ethics. Consider the world and how we are leaving it for our children.

We hope this has helped and will enable you to be armed to do some product research during your pregnancy and after. If you have any questions or would like any help please contact one of our Skincare experts on:

+44 (0) 1332 411 588 / hello@pinksboutique.com

 [@pinksboutique](https://twitter.com/pinksboutique)

 [@pinksboutique1](https://www.instagram.com/pinksboutique1)



KIRSTIE SHERRIFF HER STORY.

Kirstie Sherriff is co-founder of Pinks Boutique, she has twice been voted in the Top 3 most Influential person in UK Natural Beauty 'Who's Who'. She has been responsible for developing treatment protocols and training therapists to have an elite 5* spa touch in many spas including Āman Global Resorts, Beaverbrook, Cowley Manor and Scarlet Spa. In 2015, John Lewis's first concept spa & Beauty was added to this list. In 2019/20, she created and co-founded her second brand Proverb, Lifefuelled skincare. This includes a hero Refillable Natural Deodorant saving single use plastic and a unique Assisted Stretch Gym & Spa Concept.

In the early 2000s Kirstie created Pinks Academy her first business, a fast track beauty school system which grew to teach 1500 students a year. Her parents and grandparents had wholesale professional hair and beauty businesses making her a third generation beauty expert.

She also runs Spa Essentials - a one stop shop decor range for finishing touches for spas such as wooden pedicure bowls, treatment sarongs and trays all sourced from around the globe.

Her passion for pregnancy treatments began in 2010 when she embarked on a consultancy project for London based pregnancy spas 'Cupcake'. Two hypnobirths and many pregnancy massages later, both received and given, she created a dream pregnancy journey. The concept was a pregnancy passport, a journey of treatments through T1, T2, T3 and T4 post natal which matched all the concerns and ailments which commonly occur. As a busy lady this dream sat on a big 'to do list' till Christmas 2016 when she sat in a meeting and listened to the team at Cowley Manor tell her they wanted to do pregnancy better.

The vast majority of her time is dedicated to working with over 100 spa and salon accounts educating and enlightening therapists and clients in what is really contained in the major spa brands Pinks Boutique competes with. She is renowned for her attention to detail, trademark treatment twists and excellent tutor skills.

The Pinks Boutique range has full Soil Association certified facial, body, waxing and manicure pedicure products. It is hand blended in England, 100% of the bottles certified organic, not tested on animals and vegan friendly.



SOIL ASSOCIATION
ORGANIC





PINKS BOUTIQUE

www.pinksboutique.com

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