

Muskoka Small Business Centre

SPOTLIGHT ON LOCAL BUSINESSES

Business Name: Bare Bum Naturals

Business Address: (at home web based business located just outside of Huntsville)

Business Phone Number/website/email:

705-787-1106 www.barebumnaturals.com/barebumnaturals@rogers.com

Business Owner(s): Crystal Fick

Business Description: Bare Bum Naturals was started shortly after the birth of my second daughter. As a new mom, I was always sketchy about the products I used on my babies and began my search for a more natural solution. After much research, I resorted to making my own recipes when I discovered that both of my girls had eczema and sensitive skin issues. The commercial soaps with their strong perfumes seemed to just irritate their skin. My rule of thumb : if I can't pronounce the ingredients, I simply don't use it!

The skin is our body's largest organ and it has the ability to absorb everything we come into contact with. That being said, whatever we put onto our skin can travel throughout our entire body. If something is potentially harmful to us, it becomes hard for our bodies to push it out, especially hard for an infant or young child. Most parents will agree that protecting our child's immune system by making sure your baby products are completely natural is worth it!

I've come up with a small line of products that can be used for the whole family and I use my own family as my test bunnies! I'm quite proud of my discoveries and have to say that endless nights of itchy eczema and baby bum rashes are a thing of the past!

I don't put anything into my products until I have researched it fully. My goal is to keep up with the research and experiment as I slowly expand my product line.

My products are never tested on animals, 100% natural (some organic), biodegradable and free of petroleum, harsh chemicals and harmful ingredients.