

## **About Greenbaby Gifts:**

Greenbaby Gifts was founded by Cynthia McGregor in April of 2007 in response to much personal research done into the health risks and environmental damage resulting from the many chemicals used to produce typical, mainstream baby care products. The product line was developed as a means for exposing new and expecting parents to the wide range of alternative baby care products available in today's marketplace, as well as to provide a one-stop shop for consumers of eco-friendly products in need of a gift for expecting mothers and their children.

Greenbaby Gifts offers gift sets of all natural and organic nursery necessities for infants, toddlers, and moms. Gift sets come packaged in beautiful, handmade gift bags and keepsake boxes, comprised of sustainable materials. The driving principles of Greenbaby's products and business practices are convenience, style, and sustainability. Only the highest quality, most unique, and effective products have been chosen for inclusion in Greenbaby Gift sets, and the company works only with manufacturers adhering to strict standards in terms of certifications for organic materials, fair trade, and fair labor practices.

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**Bio for Greenbaby Gifts founder:**

Cynthia McGregor founded Greenbaby Gifts in 2007. An elementary school teacher for 5 years, and mother of two young children, Cynthia uncovered the need for healthy alternatives to today's mainstream baby care products. Cynthia holds a Bachelor's Degree in Child Development, and a Masters in Education, and is the author of upcoming children's books. Cynthia speaks regularly about the dangers of chemicals in consumer products, including household cleaners and common nursery necessities. She also works one on one with families to help improve the health of their home environments. Her efforts as a stay at home mother and entrepreneur have been highlighted in the local, South Orange County publication, "Aliso-Laguna News". Her business too, was recognized as part of Orange County's "Green Teams" – businesses making a positive impact on the environment by "OC Metro Magazine".



**Fact Sheet:**

Company Name	Greenbaby Gifts
Headquarters	Laguna Niguel, CA
Founded	April, 2007
Founder	Cynthia McGregor Speaker and Author M.S. Education
Mission Statement	It is the mission of Greenbaby Gifts to provide beautiful and affordable gift sets that contain a variety of the highest quality, natural and organic products for babies, toddlers, and expecting mothers. It is also a primary purpose of the company and its founder to raise awareness among all parents of the many choices that now exist in terms of new baby care.
Financial	Private Company
Product Information	Greenbaby gifts offers gift sets of all natural and organic nursery necessities for infants, toddlers and moms. Gift sets come packaged in handmade gift bags and keepsake boxes comprised of sustainable materials, with a focus on convenience, style, and sustainability.
Target Audience	Environmentally conscious consumers, including but not limited to new and expecting parents as well as their friends and family
URL	<a href="http://www.greenbaby-gifts.com">www.greenbaby-gifts.com</a>

**Product Pictures:**



Play Time Set: Includes an organic, New Zealand Merino Wool blanket, two organic cotton balls, one organic cotton teething doll, and one natural wood rattle with beeswax finish. Comes in a handmade, keepsake box. Retail \$165



Mommy Care #1 Set: Includes all natural body lotion, organic stretch oil, herbal foot soak, organic pregnancy tea, and 2 all natural pre/post-natal nutrition bars. Comes in a handmade gift bag. Retail \$60



Nursery Necessities Set (sm):  
Includes bamboo crib sheet,  
organic cotton body suit, 2  
organic cotton burp cloths,  
organic cotton teething doll, and  
all natural, herbal baby  
shampoo and wash. Comes in a  
handmade, keepsake box.  
Retail \$71



Cozy Time Set: Includes  
organic cotton, convertible  
jumpsuit – can be used as  
baggie or jumper, and matching,  
organic cotton receiving  
blanket. Comes in a handmade  
gift bag. Retail \$57.50



Baby Care Set: Includes all natural and organic remedies for diaper rash, gas pain, teething pain, stuffy nose, dry skin, and sunscreen. Comes in a handmade gift bag. Retail \$88.75

## **Story Ideas:**

1. “Name Brand Baby Care Products Comprised of Chemical Irritants and Known Carcinogens”

The majority of today’s most popular, name brand baby care products, including Huggies, Gerber, and Johnson & Johnson, contain many harsh ingredients that pose health risks to children. Chemicals used as wetting agents, detergents, and lathering, certain synthetic preservatives, and color and fragrance additives are all culprits – many being known carcinogens, and skin and respiratory irritants.

2. “The Case for Organic Cotton”

While conventional cotton crops account for less than 3% of the world’s farmland, 25% of the world’s insecticides and 10% of the world’s pesticides are used to grow cotton. In addition, 8,000 different chemicals are used to turn raw material into end products. Due to soil depletion by cotton crops, the cotton industry relies heavily on petroleum based fertilizers which pollute our watersheds and food-chain as runoff occurs.

3. “The New Wave in Eco-Friendly Fabrics”

Hemp is no longer the only alternative in eco-friendly fabrics on the market today. In addition to the rise in use of organic cotton, organic wool and fabrics made from bamboo and soy dredge are also coming on the scene and gaining momentum as natural choices among environmentally conscious consumers.

4. “The Body Burden”

The National Environmental Trust is currently conducting research on the presence of chemicals in human blood. Their “Body Burden Test” was recently featured on a special CNN health report narrated by Anderson Cooper, wherein doctors discuss the sources of the many chemicals found in Cooper’s and another family’s bloodstreams. 3 out of the 5 chemicals given special attention in the report are found in a wide range of products for infants and toddlers.

5. “Children Especially Vulnerable to Toxic Exposure”

There are many special circumstances that make young children particularly vulnerable to the health risks of exposure to toxic substances, including; their weight and size, their behaviors, and their high percentage of body fat.

6. “10 Simple Steps for Creating a Green Nursery”

The onslaught of information about the hazards found in children’s bedding, toys, bottles, etc. can be overwhelming. Fortunately, in this day and age, there are alternatives available for all of these items. There are many tips for greening up the nursery requiring minimal effort, which will take the stress out of any parents’ desire to keep a healthy home environment.

7. “The Truth about Plastics”

The issue of plastics, which ones are harmful and why, is also somewhat confusing these days. A straightforward explanation of what the different numbers mean, which are toxic and why, as well as examples of alternatives (wood and organic toys, glass or bisphenol-A free bottles, etc.) will take the worry out of our near dependence on plastics in the home.

## **Topics for Comment**

Greenbaby Gifts founder, Cynthia McGregor, is available for comment on the following topics:

- Eco-Friendly Baby Gifts
- Eco-Friendly Baby Care Products
- Eco-Friendly Fabrics
- Household Toxins
- Chemicals in Traditional Baby Care Products
- Common Hazards found in Babies' Nurseries
- Organic Cotton
- Creating a Green Nursery Environment
- Children's Susceptibility to Household Toxins