



Peter RabbitTM ORGANICS

EcoNatura[®], Inc.

Deer Park, New York 11729

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www.econatura.com

Certified by Oregon Tilth

Personal Care Products

For Children of all ages and Sensitive Adults
Better for the Environment



Exclusively Manufactured by EcoNatura
in our Certified Organic facility.
PATENT PENDING

EA (Estrogenic Activity) Free
Free of Harsh Ingredients

FREE OF HARSH INGREDIENTS - CONTAINS NO:

- Animal Testing
- Animal By-products
- Artificial Fragrances
- Artificial Fillers
- Benzene
- Bisphenol A
- Dimethicone
- Estrogenic Activity
- EDTA
- Formaldehyde
- Hydrogenated Oils
- GMO's (Genetically Modified Organisms)
- Gluten
- Mineral Oil
- Parabens
- Petrolatum
- Phthalates
- PEG's or 1,4- Dioxaine
- Silicates
- Silicones (Cones)
- SLS (Sodium Lauryl or Laureth Sulfates)
- Wheat
- Whey
- MEA, DEA, TEA (Triethanolamine)



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Peter Rabbit has been around for 100 years and is the most trusted brand name. Beatrix Potter the creator of Peter Rabbit was one of the first environmentalists, caring for the land and animals from the royalties of her books. This tradition is still practiced today, and we are honored that we can participate in this commended effort by making sure we offer the best in personal care for babies and children of all ages.

Peter Rabbit Organics – “Garden Fresh” Baby Care Products is exclusive for Whole Foods and meets Whole Foods Premium Body Care Standards. Our products are formulated to be safe and effective, giving a baby a clean fresh feeling.

Ingredients used in Peter Rabbit Organics—“Garden Fresh” Baby Care products

- **Aloe Barbadosensis Leaf Juice:** A superior moisturizer with anti-inflammatory, softening and healing properties, aloe vera takes the place of water in all of our formulations except for the water used to dilute sodium hydroxide and the water used to make botanical extracts. 100% certified organic.
 - **Balsam of Peru:** A fragrant resin from a tree native to El Salvador, in very small amounts, Balsam of Peru is known to be antiseptic and to promote healing. 100% certified organic.
 - **Beeswax:** The beeswax used in Peter Rabbit Organics comes exclusively from New Zealand bees feeding primarily on the manuka bush. Manuka products have high antibacterial potency and are widely available in New Zealand. Similar properties led the Māori to use parts of the plant as natural medicine. 100% certified organic.
 - **Botanical Extracts:** Basil, carrot and sage are extracted in water to produce extracts that carry the benefits of their starting botanical. Traditionally, basil is an anti-oxidant supporting anti-aging; carrot provides beta-carotene, anti-oxidants and minerals; and sage is astringent/anti-inflammatory. 100% certified organic.
 - **Carrot Seed Oil:** A carotene-rich emollient believed to be cleansing and healing. 100% certified organic.
 - **Cetyl Alcohol (Vegetable Derived):** Cetyl alcohol, also known as 1-hexadecanol and palmityl alcohol, is a naturally occurring fatty alcohol. At room temperature, cetyl alcohol is a waxy white solid. Originally a product of the whaling industry, today cetyl alcohol is principally produced from palm oil and coconut oil. Cetyl alcohol imparts a smooth, velvety texture to lotions and creams.
 - **Citric Acid:** Citric acid is a weak organic acid. It is a natural preservative and is also used to add an acidic, or sour, taste to foods and soft drinks. In biochemistry, it is important as an intermediate in the citric acid cycle and occurs in the metabolism of almost all living things. It also serves as an environmentally benign cleaning agent and acts as an antioxidant. Citric acid exists in a variety of fruits and vegetables, most notably citrus fruits. Lemons and limes have particularly high concentrations of the acid; it can comprise as much as 8% of the dry weight of these fruits. In cosmetics, citric acid functions to maintain the proper pH for product effectiveness.
 - **Cocoa Butter:** Cocoa butter is one of the most stable fats known, containing natural antioxidants that prevent rancidity and give it a long storage life, a good choice for non-food products. The smooth texture, sweet fragrance and emollient property of cocoa butter make it a popular ingredient in cosmetics and skin care products. The cocoa butter used in Peter Rabbit Organics is 100% certified organic, raw and unrefined.
 - **Coconut Oil:** Coconut oil provides a unique “squeaky/slippery” feel to most products. It resists rancidity very well and has a semi-solid consistency. 100% certified organic
 - **Essential oils:** The essential oils used together in various combinations in Peter Rabbit products—cardamom, cedarwood, geranium, ginger, lemon, lime, litsea cubeba, nutmeg, orange, thyme and ylang ylang—provide a pleasant, intriguing background that's 100% certified organic.
 - **Ethylhexylglycerin:** An excellent humectant and emollient that's very stable and has an excellent feel.
 - **Glucosides:** Coco-Glucoside and Decyl Glucoside are produced by the reaction of glucose, from corn starch, and fatty alcohols. For coco-glucoside the fatty alcohols used are the normal mixture of the fatty alcohols found in coconut oil. For decyl glucoside a singular fatty alcohol, decanol, also found in coconut oil and several other vegetable oils, is used. Glucosides are mild, non-ionic cleansers especially useful in baby shampoo and in products for individuals with sensitive skin. Glucosides are plant-derived, biodegradable, and gentle for all hair types.
 - **Glycerin:** Glycerin helps the skin retain water—an excellent proven moisturizer. Cosmetic glycerin is derived from vegetable oil.
 - **Grapeseed Oil:** Due to its high linoleic acid content, grapeseed oil has moisturizing and nourishing properties.
 - **Guar Hydroxypropyltrimonium Chloride:** A thickening agent derived from natural guar gum that also has anti-irritant, anti-inflammatory properties and skin softening properties.
 - **Hydroxyethylcellulose:** A purified thickener, stabilizer and suspending agent made from cellulose, usually from wood or cotton. Very small amounts can be very effective as a stabilizer.
 - **Joboba Oil:** A natural oil from the fruit of the desert shrub, held in high regard by the native Americans of the Senora Desert, jojoba oil is an excellent moisturizer and emollient. It provides spreadability and lubricity. 100% certified organic .
 - **Lecithin:** The natural emulsifier made from soybeans—but found in all living things. Peter Rabbit Organics uses only pure and unbleached lecithin.
 - **Olive Oil:** With excellent lubricity and pale color, olive oil is the classic skin oil. Peter Rabbit Organics uses only extra virgin, 100% certified organic olive oil.
 - **Palm Oil:** Aside from also having very good lubricity, palm oil is also a source of co-enzyme Q10, squalene, vitamin A and vitamin E. 100% certified organic.
 - **Potassium Sorbate:** Potassium sorbate is the potassium salt of sorbic acid. Its primary use is as a food preservative but it is effective in a variety of applications including personal care. Potassium sorbate is used to inhibit molds and yeasts.
 - **Pumpkin Seed Oil:** Pumpkin seed oil is a good source of omega-3 fatty acids which have been shown to be effective for certain types of dermatitis. 100% certified organic .
 - **Sesame Oil:** An excellent emollient that is also a good source of vitamin E, vitamin B6, magnesium, copper, calcium, iron and zinc. 100% certified organic.
 - **Sodium Hydroxide:** Although sodium hydroxide does occur naturally, modern synthetic production, which begins with ordinary table salt, produces a product that is free of impurities. Sodium hydroxide, also known as lye, and is the most common alkali used in the world. When properly combined with fatty acids, in our case stearic acid, it forms old fashion soap.
 - **Stearalkonium Chloride:** Stearalkonium chloride is a conditioning agent frequently used in hair care products. It makes hair shinier and cuts tangles, easing combing. Stearalkonium chloride is on Whole Foods' Premium Body Care approved list.
- Please note: Steardimonium chloride is not approved for Whole Foods Premium Body Care and has been confused by some reviewers with stearalkonium chloride.
- **Stearic Acid (vegetable derived):** Stearic acid (first syllable rhymes with beer) is a saturated fatty acid that occurs in many animal and vegetable fats and oils. It is a waxy solid that together with sodium hydroxide, forms a soap that stabilizes some of our emulsions. Commercial USP grade stearic acid is most often derived from palm oil.
 - **Sunflower Oil:** Sunflower oil is noted for its smoothing qualities. It also has a high linoleic acid and essential fatty acid content. 100% certified organic.
 - **Tocopherol:** Also known as vitamin E, tocopherol is a natural anti-oxidant present in many foods and used for oxidation protection in normal human skin. It is obtained by vacuum distillation of edible vegetable oils.
 - **Xanthan gum** is a polysaccharide used as a food additive and rheology modifier (thickener) and stabilizer. It is produced by a process involving fermentation of glucose or sucrose by the Xanthomonas campestris bacterium. It is commonly used in salad dressings.