

# Survival shopping now the new normal in baby care

NEW YORK — Lauren Fitzgerald, partner at The Mom Complex (TMC), says that survival shopping is the new normal in the baby care market. Fitzgerald along with Katherine Wintch founded the think tank company to study modern moms and improve mom advertising.

"There's no such thing as one-stop shopping anymore for families, showcased by a recent TMC study in which U.S. moms said they visit between two and four physical stores a week, in addition to their other online/digital orders. Surprisingly, 81% of moms in the study said the high number of weekly store visits doesn't bother them in the slightest," says Fitzgerald.

She adds that moms want what they want, when they want it. "Families have busier lives than ever before, with the average two-year-old today engaged in two to three extracurricular activities each week. Moms are constantly bombarded with last-minute requests ... and all the quick delivery systems just aren't fast enough to keep up with the demands." She points out that the drug channel can be mom's savior when life goes sideways.

Melissa Murphy, director of marketing at Naterra, points out that with more than 130 million women becoming new moms each year, market trends show that this new generation of parents are looking for baby care that is trusted, gentle and doesn't include any harsh ingredients. "Parents are also on the hunt for wholesome ingredients that work to nourish baby's skin and packaging that features an ergonomic design that's easy to use in the bath, at the changing table or on the go."

She says that in the drug channel there is a bigger focus on moms when it comes to products — not only products made just for moms to use but also products that mom and baby can share. "We continue to have a large following of loyal users who buy Baby Magic for the whole family long after the kids have grown out of the baby stage."

Murphy says Naterra's Baby Magic products are meeting their needs. "Baby Magic understands that with the ever-growing needs of moms and dads constantly changing, brands also have to evolve." To ensure Baby Magic's latest innovations hit the mark, the brand turned to consumer insights, reaching out to its generationally diverse consumer base from both sides of the spectrum — new users and loyalists — and asked them to provide feedback about updated logo, package and what was important to them overall. She explains from consumer in-



sights, Baby Magic designed its brand new product lineup with everything nurturers would love — "the celebrated scents, new wholesome ingredients like marshmallow root and shea butter, and updated products with a whimsical new look featuring the brand's first-ever mascot, the Baby Magic bunny" — and kept out everything they don't want, such as sulfates, mineral oil, dyes, parabens, phthalates, talc and lanolin."

She adds that Baby Magic's 2019 lineup features a comprehensive collection of baby skin care items under the umbrella of three standout scents — Original Baby, Sweet Buttercup and Lavender Lullaby. The brand also rolled out innovative new treatment items including a first-of-its-kind Hydrogel Multi-Purpose Patch that cools and soothes skin suffering from ailments like dryness, sunburn, fever and more. "Also great for nursing moms to provide an instant cooling relief for tender breasts," she says.

Additional treatment items include a collection of wipes — 99% water- and plant-based 3-in-1 wipes for face, hands and body and two types of

pH-balanced cleansing wipes (sensitive and lightly scented) enriched with chamomile and aloe. She adds that, this summer, Baby Magic will be rolling out one more product — a Mineral Sunscreen with SPF 50.

Worth Anne Herrell, founder and managing partner of Oilog-



Herrell adds that the drug outlets are continuing to want to establish themselves as a problem-solution destination for mom for health and wellness needs for her children. "Typical drug channel assortments in baby care are offering a wide assortment of both proactive wellness solutions like vitamins and probiotics, and also products that can help young children with specific ailments

## The new generation of parents seeks products made with gentle ingredients.

ic also feels as consumers become more aware and educated about the ingredients and products they put in and on their bodies, the demand for natural wellness products will continue to grow and be desired by the Millennial mom.

"Natural is the new normal, and consumers are looking for products that offer 'wellness' solutions for their young family. Moms desire products that are free of harsh ingredients (like artificial fragrances, dyes, sulfates and petroleum), gentle enough for their young child but also effective in helping their household live a cleaner, safer lifestyle."

like coughs, teething, colic and more. They are focused on giving moms variety in terms of brands, products, traditional, homeopathic and even innovative and nontraditional health and wellness solutions."

She explains that Oilogic was "founded by moms for moms because they want to make mom's life easier."

"We know, first hand, what moms desire, and so we offer natural, solution-based products using the power of natural 100% pure essential oils. Oilogic takes all the work out of using essential oils on your child by

taking age-appropriate oils, that are then blended, diluted appropriately and packaged for you. We also give moms (and retailers) an innovative way to help their child through topical application (as opposed to traditional ingestible products) that is safe, natural and effective at helping to soothe and comfort common child troubles like restless sleep, stuffy noses, coughs and allergy symptoms."

Herrell adds that the company will be launching three new products in its kids line at CVS Pharmacy in August.

"Attention & Focus Essential Oil Roll-on and Nervous & Anxious Essential Oil Roll-on are both the perfect products for kids over two years old as they start back to school. Consumers are more educated and aware of the importance of mental wellness from the day-to-day stresses and pressures facing our children today. Our Oilogic Essential Oil Roll-ons are specifically formulated for kids 2 years-plus and can offer moms a tool to help her child on a day-to-day basis using the aromatherapy of 100% pure essential oil blends," she explains.

"We also are launching a Cold & Cough Essential Oil Vapor Bath that offers a natural way for mom to help soothe her child's sniffles. Simply pour the essential oil vapor bath into a warm bath and let your child soak in the warm water. The essential oil blend, which includes tea tree oil, eucalyptus oil, orange oil and more, provides a clearing aroma that can soothe and comfort your child when he or she isn't feeling her best. This product is a must-have to help small children who are too young for traditional medication," she concludes.

## Balmex takes sting out of diaper rash

CORNWALL, N.Y. — Diaper rash protection is a major baby care category. One of the leaders is Randob Labs with its Balmex Diaper Rash Cream and Balmex Healing Ointment.

"We are currently seeing a trend of optimizing assortment in the baby care market. Baby care products must have a meaningful point of difference, and each SKU must have a reason for being," comments Randob president Jim Creagan. "At the same time, efficacious products with natural elements are often preferred. Balmex Diaper Rash Cream is clinically proven to reduce rash and redness in one use because of its uniquely formulated blend of zinc oxide, botanical extracts and vitamins. The advanced formula in Balmex is also differentiated as it protects against all three leading causes of diaper rash."

Creagan explains that highly loyal brands like Balmex increase the number of trips per shopper. "Our marketing efforts advocate the use of Balmex at every diaper change to prophylactically prevent diaper rash to help drive increased usage."

Creagan notes that the company is currently working on some exciting product innovation for the long term. "Our team has been successful in taking this heritage brand and making it relevant in today's marketplace through niche AI-driven digital, influencer campaigns, content partnerships and social marketing efforts."



Balmex offers a number of solutions for diaper rash.



**Balmex**<sup>®</sup>  
COMPLETE PROTECTION

# Trusted Brand For **65** Years

## Balmex Has More To Offer Shoppers & Retailers

**New 2018 Integrated Digital Marketing Plans Feature  
AI Driven Targeting to Moms and Dads**

- ✓ Complete line treats and protects against the three leading causes of diaper rash
- ✓ Clinically shown to reduce diaper rash in just one diaper change
- ✓ Provides an extra layer of complete protection to fight diaper rash

