

Pointers for Parents

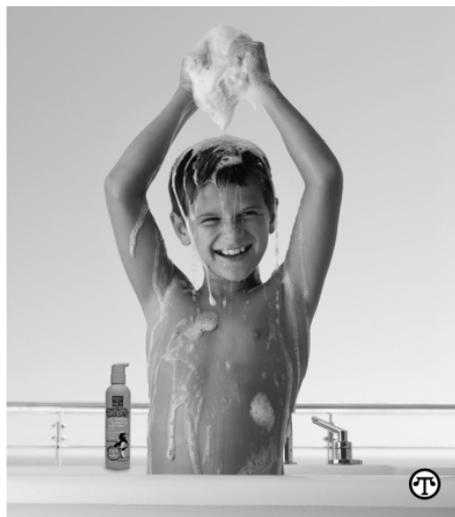
Natural Ways To Keep Kids Clean And Safe

(NAPSA)—While parents are frequently concerned about what goes *into* their children's bodies, they may give a little less thought to what goes *onto* them.

But consider: In the process of keeping their kids clean and safe from the elements, parents may use a number of products—soap, shampoo, sunblock, etc.—on their kids' skin and hair. Yet what many don't realize is that 60 to 70 percent of those products are absorbed through the skin and into the bloodstream.

For that reason, a growing number of parents are seeking out natural alternatives. According to a survey by the National Center for Complementary and Alternative Medicine and the National Center for Health Statistics, an estimated 36 percent of Americans are using some form of complementary and alternative medicines, including natural products. Fortunately, there are now natural options that allow parents to protect their children inside and out while giving kids the fun, scented grooming products they desire.

Kiss My Face, independently owned and one of the original natural personal care companies, has nine natural bath products for kids—including unique self-foaming hand and body washes, fluoride and fluoride-free toothpastes, lip balms and soaps—in fun scents like “Orange U Smart.” The line is free of artificial colors



Natural grooming products are a helpful way for parents to protect their kids inside and out.

and fragrances as well as irritants like parabens and SLS, instead using natural ingredients such as green tea extract, nettle extract and tea tree oil to keep kids' skin, scalps and hair healthy.

Each product even spotlights an endangered species—“Walter the Whale,” for instance, and “Chi Chi the Chimpanzee”—that kids can learn more about by reading the packaging and visiting www.kissmyface.com/kids. This makes going natural fun for kids.

But just as important for parents, the products are affordable. Meaning, you don't have to break the bank to protect your kids from harmful and irritating chemicals.