

Pure heaven in a bottle for babies with skin conditions

Direct from the US 'Pure Baby' could well be the answer to the daily misery inflicted on children by dry irritated skin and scalp conditions

WITH the National Eczema Society figures suggesting that one in five infants between three months and four years experience Eczema, many parents have been scratching their heads (while their children scratch their skin) in a bid to find a solution to this painful and miserable condition.

Laura and Paul McGregor were two such parents who's eldest son Jamie was just an infant when he started to get eczema patches on his skin. Despite trying both prescription and over the counter remedies, Jamie's condition did not improve and the scratching and raw and painful skin condition got worse.

Ever optimistic, Paul, who worked for British Airways and frequently travelled to foreign parts, found himself scouring the shelves of Pharmacies whenever he was abroad in a bid to find new products that the family had not yet tried.

Many random pots of cream and different potions later, a trip to the states unearthed the Pure Baby Range, and Paul, ever determined, returned to the family's home in Glasgow with yet another new product to try.

Happily for the McGregor family, this treatment was completely different, with Jamie's condition quickly responding and practically clearing up within weeks.

Keen to spread the news, Paul was soon emptying shelves of Pure Baby from pharmacies all across America not only for themselves but for family, friends and neighbours.

When second son Robbie developed the same small patches of eczema, the family looked for a Pure Baby supplier a lot closer to home.

On finding out there were none available and



SUFFERING: Many children suffer from painful skin conditions like eczema

knowing there was a huge gap in the market, they approached Global Research Labs about providing the full range of Pure Baby products to the UK and Europe.

Thanks to Paul and Laura securing the UK's exclusive distribution rights, Pure Baby, Americas top selling over-the-counter skincare range for children prone to dry sensitive skin, eczema and cradle cap is now available in the UK.

Established in Chicago Illinois in 1997 Pure Baby has sold in Rite-Aid, Walgreen's, Babies-R-Us and now Wall-mart.

Speaking about the products, Paul McGregor

said: "I cannot believe that until now, there has been nothing like Pure Baby on the market. We are passionate about fighting eczema and ridding cradle cap as easily as shampooing."

Pure Baby products are available by visiting www.purebabyuk.com or telephoning 0141 639 4441.

Northern Ireland parents will soon be able to try the Pure Baby range for themselves as the McGregor's will officially launch the brand into the province at this year's Big into Baby Show due to take place at the King's Hall on 24th and 25th March.