

Annabel's English Treasures



Childs Farm launched just over a year ago and is a thoroughly British brand! Created and made in the UK using only natural, 'free-from' ingredients, Childs Farm is the only children's range of bath products to incorporate highly acclaimed argan oil, to provide vital nourishment and hydration to skin and hair.

The collection of bath & body products come with a selection of playful names including Bubble Bath for Buccaneers', 'Hair and body wash for dirty rascals' and 'Tame that mane - conditioner for unruly hair'.

Mum of two Joanna Jensen searched for the ultimate natural or organic products to deal with her girl's fine hair. When it proved that this product did not exist, Joanna set out on a mission to make a range of toiletries that are fun and appealing to kids and parents on the outside, but filled with formulations that Mums could trust and combs can cope with! Childs Farm, with the help of children's illustrator Emma McCall and respected manufacturer Medichem International, was born.

Childs Farm is proudly British through and through and each product reflects the enthusiasm, passion and hard work of the founder Joanna Jensen, to bring hard-working, affordable products that are a pleasure for little ones to use. Joanna Jensen says, "There is no room for half measures in our barn! We're not just about cool and fun packaging - we really know our stuff about contents too. Argan Oil is a wonderful natural emollient and after extensive research, we are the first kids' products to use this



natural wonder. Every day we are looking at how we can make our fabulous range even better. We want to ensure that Childs Farm produce products that parents can trust, and kids love."

All products are formulated with naturally derived gentle foaming agent, Sodium Coco-Sulfate and contain NO parabens, SLS's, mineral oils or artificial colours, making them kind and gentle to ALL skin types, including those prone to Eczema. Each product is £4.69 for 250ml and Childs Farm proudly supports British charity Riding for the Disabled by donating 10% of all profits to this very worthwhile cause.

Although Childs Farm has only recently celebrated their first birthday, the brand has already achieved a number of successes including being shortlisted for The Junior Design Awards 2012, The Practical Parenting and Pregnancy Awards 2012/2013, a finalist for The Best Mumpreneur Product 2012 and Winner of the Loved By Parents Award for 'Best Innovative Bath time Product 2012'.

All Childs Farm products are available at Annabel's and Annabel's II in Chislehurst.

Annabel's, 3 Royal Parade, Chislehurst, BR7 5AB, 07714 189 674 and
Annabel's II, 5 High Street, Chislehurst, BR7 5AB 07733 014565

