

Lil 'O' Blossom™

Healthy Babies  Happy Mommies™

LORIE COLLINS FOUNDER & CEO, LIL 'O' BLOSSOM™

Creating a Culture of Care for 'Healthy Babies ... Happy Mommies'™

Lorie Collins is a dedicated mother of two, an entrepreneur and a fervent advocate for women's and children's causes. Her passion and pride is *Lil 'O' Blossom™*, her new 'lovingly launched' baby skin care product line dedicated to 'Healthy Babies ... Happy Mommies', headquartered in Newport Beach, CA. Prior to the launch of *Lil 'O' Blossom*, Lorie had already earned the respect of many mothers for her pro-active role in keeping young children safe, healthy and protected. She founded, for example, Safer Technology Schools (STS), a not-for-profit initiative to make technology safer in schools. It's no wonder she has the grateful attention of mothers once again for bringing healthy baby bath and body care products to an eager and expanding market. Baby's sensitive skin care formulas have never been so trusted ... and mothers have never been happier!

The birth of Lorie's first child was the personal impetus behind the birth of *Lil 'O' Blossom*. Her newborn daughter suffered from extreme skin irritation and Lorie's exhaustive search for effective, healing, and protective products (natural to organic) proved unsuccessful. Her solution was to develop unique formulas with trusted professionals that led to *Lil 'O' Blossom*, a quality product line that supports Lorie's philosophy of naturally gentle skin care for babies, children and even mothers. According to Lorie, "Mothers need to focus on products that nurture tender skin and help to prevent and treat irritation that inevitably occurs." She shares that her exclusive formulations feature miraculous Moringa Oil and hydrating, antioxidant-rich Oleosomes to protect and nourish baby's skin.

Lorie's *Lil 'O' Blossom* Baby Bath & Body Care line is giving back by donating a portion of the proceeds of product sales to charities. These charities help to provide nourishment and economic relief for needy mothers and children through Moringa Tree development worldwide. This tree is the precious source of the protective Moringa Oil used in the line's formulations.

Throughout her life, Lorie Collins has always been in a league of her own by following her heart and remaining true to her own personal values and integrity. After college at Cal State Long Beach, Lorie pursued her Master's degree at the American Film Institute (AFI) in Los Angeles, where she loved exploring the work and legacies of female artists in films and production. Her accomplished 22 year partnership in real estate and development in Los Angeles, Orange County, and throughout the country gave Lorie multifaceted business expertise and a strong foundation for her launch as an entrepreneur in the beauty and baby care industry.

For Lorie, it is always about creating a culture of caring and integrity wherever her passion takes her. Harmoniously, the entrepreneur, advocate, and the magic of motherhood are now all beautifully in play.