

Lil 'O' Blossom™

Healthy Babies  Happy Mommies™

FOR IMMEDIATE RELEASE

New! Baby Skin Care Products

Images Available Upon Request

NEW! LIL 'O' BLOSSOM™ BABY BATH & BODY CARE For 'Healthy Babies ... Happy Mommies™'

Lovingly launched by Mother / Founder Lorie Collins

Newport Beach, CA – Mothers are taking keen notice of the 'new darling' of the growing luxury baby skin care market. The recent debut of *Lil 'O' Blossom™* nourishing Bath & Body Care Products for babies has mothers finally breathing easier with naturally gentle, effective solutions for their little ones' tender skin.

Lil 'O' Blossom was lovingly created by mother and founder Lorie Collins, based on her own real-world need -- skin care products that would calm her newborn's sensitive skin. Her own exhaustive search among existing natural and organic products that didn't work for her baby led to her subsequent search for trusted professionals to find solutions. The result was her unique *calming* formulas that nurture tender skin while helping to prevent and treat irritation

Committed to Caring

Making a successful national debut at the October 2016 *ABC Kids Expo* in Las Vegas, *Lil 'O' Blossom* proudly positioned Lorie Collins' "culture of care and commitment"™ for the company and the category. The young mother, entrepreneur and respected advocate for women's and children's causes is equally as passionate about creating products with integrity and exceptional quality. The high-performance creams, cleansers, lotions and oils offer 'the perfect delicate balance between nature and science'. Baby's healthier skin – sensitive or not -- simply comes shining through (often Mom's, too)! In line with the brand's slogan, 'Healthy Babies, Happy Mommies,'™, *Lil 'O' Blossom* dedicates a portion of proceeds to charities that benefit needy mothers and children through Moringa Tree development programs.

Ancient Simplicity with Modern Science

Lil O' Blossom's brand difference has everything to do with what Lorie describes as 'ancient simplicity with patented technology'. Her baby care formulas contain natural **Moringa Oil**, an ancient skin remedy known in Africa as '**Mother's Best Friend**'. The precious oil from the natural Moringa Tree has over 46 protective antioxidants and is rich in vitamins and Omega 3 fatty acids. It penetrates deeply to hydrate, soften and silken skin, making it radiantly healthy. **Patented Oleosome Technology** offers the purest extracts of natural and organic vegetables and vitamins that are 'captured fresh' in invisible molecular bubbles. This ensures that the goodness contained in their wholesome ingredients is well absorbed to keep baby's skin protected and hydrated.

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Made in the USA, each exclusive *Lil 'O' Blossom* baby care product is produced in an FDA-approved, pharmaceutical environment to ensure product safety and integrity. The parabens free, hypoallergenic formulas are dermatologist and pediatrician tested. The complete luxury collection features *Gentle Shampoo, Detangling Conditioner, Fresh Body Wash, Silky Body Lotion, Nourishing Body Oil, Daily Protection Diaper Balm* and *Rescue Diaper Cream*. Charming gift sets include, *Lil Essentials Set*, the *Shower Me Blossom Story Book Set* and the *Mama and Me Lip Balm Duo*.

For more information, visit: www.liloblossom.com or phone toll-free: 844-692-5677.