

CUDDLE BABY

A COSMOS ORGANIC certified skin care line for mothers and babies,
created by a devoted specialist with many years of experience in the Field of
Obstetrics

Introducing exclusive organic skincare for mothers and babies
“CUDDLE BABY”

Our organically certified CUDDLE products are by your side, supporting body and mind during the precious 10 months before becoming a mother and after the baby's birth. We have been providing care products and solutions for mother and baby for almost two decades. Tailoring our treatments by listening to women's concerns, we developed this product line that is safe and comfortable for both mother and baby, as well as the for the rest of the family. Over time, we have built our own networks for procuring choice, organically certified ingredients. The harmony created between our herbal producers and our team of specialists, in selecting quality materials, preparing formulae and developing products, is a testament to our passion to offer you only the best products. We design a fragrance with ingredients to ensure the perfect balance between mind and body for both mother and baby. Skincare is about tuning into your instincts, listening to your body through your skin all the way to your heart...just like cuddling. These are the ideas behind our organically certified CUDDLE products for mother and baby.





■ Line up

Vegetable Baby Soap · Shea Multi-Purpose Baby Balm · Extra-Virgin Vegetable Baby Massage Oil · Moisturizing Cleansing Foam for Baby · Rich Vegetable Moisturizing Gel for Baby · Babay Barrier Cream · Multi-Purpose Mama Cream · Travel Kit

■ Farm to Mind

We are directly involved in every process of creating and delivering our organic products, from growing our own ingredients and writing prescriptions, to production at our factory in Hokkaido, northern Japan, and shipment to our stores. Our entire process is certified according to the internationally recognized standard COSMOS (COSMetic Organic and Natural Standard).

<OUR FACTORY IN JAPAN>

COSMOS Certified Organic Cosmetic Factory: Atelier Organic., Inc

<http://www.atelierorganic.com/>

■ Content of Organic Components

None of the CUDDLE BABY products contain any water, as all of our formulations are made only with organic hydrosols. The organic content of products of most other brands are listed as the content without the water contained, as water cannot be organically certified. CUDDLE BABY Organics, we list the organic content of all components within the product. Each of the products boasts an extremely high content of 100% naturally derived ingredients, resulting in formulations that meet the requirements of USDA & COSMOS ORGANIC certification at a high level..

■ Our Promise to our Customers

- None of our products contain any chemical surfactants, chemical preservatives and petroleum based components.
- None of our products contain any synthetic fragrances, ingredients or materials.
- None of our products contain any animal products or materials, genetically-modified ingredients or carcinogenic materials.
- None of our products are tested on animals.
- All of our products are certified by an organic certification audit system, conducted by an independent third party governing body.
- Our products utilize airless containers that ensure vacuum sealing.





Azusa Annells

CEO of Blue ink Incorporated / COO of ASK Co. Ltd.

Global Organic Formulator

Professional Aromatherapist

Currently enrolled in the doctoral course of Hirosaki University, School of Medicine, Department of Reproductive Pathophysiology (Gynecology & Obstetrics), Doctorate Course

Attended the Institute of Traditional Herbal Medicine and Aromatherapy in Great Britain for 3 years to study in the Clinical Aromatherapy Course, specializing in Pregnancy & Childbirth and Complementary Therapies.

Traditional Herbal Medicine and Aromatherapy (ITHMA) Diploma/ITHMA Aromatherapy in Pregnancy and Labour Post Graduate Certificate/ITHMA Field Study of Aromatic Plants Advanced Certificate/Massage in Pregnancy, Labour and Post Partum/Essential Oils and Products Blending Course/ ITHMA Aromatic Indian Head Massage Certificate.

After returning to Japan she established AROMATIQUE Ltd., the predecessor of Blue ink Incorporated in the year 2000. Promoting labour care incorporating aromatherapy concepts within a gynecology & obstetric environment, Azusa held seminars and lectures for both health professionals and the general public. She has been selected as the exclusive formulator by many large organisations, public figures and celebrities, as well as the formulator for the Hollywood film "PERFUME". Azusa is a pioneer in the field of essential oil blending in Japan.

Azusa then commenced her engagement with Roppongi Hills "TOUCH" to utilize aromatherapy concepts for the product development of bathroom and linen products, as well as bathroom aromatherapy consulting, and her involvement with spa management marketing for ATAMI SEKITEI. She has been an advisor and consultant for aromatherapy related products for various spas, enterprises and organisations, as well as a column writer for numerous newspapers and magazines. Azusa has established her own school of aromatherapy for the training of aromatherapy concepts and spa therapy & spa management. She has traveled globally for the past 18 years to carefully select organically certified ingredients for the manufacturing of essential oils and skin care products, and to work towards further aromatherapy product development.

Books written by Azusa Annells:

Understanding, Enjoying & Utilising Scents; The Aromatherapy PERFECT BOOK (NATSUME Co.) 2016

The Complete Book for Aromatherapy Concepts in Pregnancy & Childbirth (BAB Japan 2014)

Azusa Annells' ESSENTIAL OIL BLEND BIBLE (KAWADE Books) 2016

Essential Oil Blending by Azusa Nakamura Annells (BAB Japan) 2013