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Eco Child's new website offers organically-minded parents one stop shop

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Eco Child has redesigned the company's website to extend its holistic in-store health and wellbeing consultation service to online shoppers, offering organically-minded parents and retailers information from qualified experts as well as in-depth product information.

The company operates a retail store in Mooloolaba, Queensland, which is staffed with a team of qualified personnel who hold

weekly in-store parenting classes and post-natal check-ups, ensuring customers are treated to a unique and helpful shopping experience.

"We love having the private consultation room, it allows our mums not only convenience whilst they shop, but enables us to offer a post-natal baby and mum check-up with privacy," explains Carly Earl, mother of three, who founded Eco Child in 2006.

"We've been able to offer support and a sense of community to many mums, which is exactly what's needed post-birth."

Eco Child aims to proffer the brand's in-store experience to online shoppers and develop an interactive service that allows customers to seek advice from Eco Child's paediatric nurse and lactation consultant, Megan Atkins.

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"My firstborn Oliver was so badly affected by chemicals in food, his clothing, skincare products and the environment that going organic was the only option for us," Earl says.

"I wanted to create a business where other mothers could not just buy organic products for their babies, but touch and feel the

difference in products first, learn about alternatives and meet other like-minded mums through our events."

Eco Child now stocks an extensive range of organically certified and environmentally friendly products from around the world with over 97 brands and more than 1,700 products ranging from baby slings, Moses baskets and hammocks to clothing, BPA-free bottles and toys.

Brands include **Purebaby**, **Gaia Organic Cotton**, **HOT Milk**, **Nature Baby**, **Bumgenius** and **Under the Nile**.

Eco Child also distributes European made and designed **Naturesutten** soothers and the **Buds** Cherished Organics range, which is one of the largest collections of certified organic, 100 per cent preservative-free baby skincare.

*Image of Carly Earl and family by **Melissa Jean Photography***

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