



Meet Gro-To!

The latest member of the Go-To family.
(And by far the cutest.)

Hi! We're Gro-To.

**We're a clean, cute, worry free
skin care brand for kids, founded
by Zoë Foster Blake.**

We make gentle bath and body care products
for squishy, whiffy little humans.

We also make a mean mud pie.



Gro-To is the brainchild of Zoë Foster Blake, founder of Go-To, author, and mother of two.

Zoë has been in the beauty industry for 648 years, and is one of Australia's most respected beauty experts. (She is also a very busy mum with no time for irritating, ineffective, time-wasting or dull products.)

- Zo was the Beauty Director at *Cosmopolitan* and *Harper's Bazaar*.
- She was a beauty blogger before it was cool!
- She literally wrote the book on beauty, *Amazing Face*.
- She created Go-To in 2014 because she thought skin care could be simpler. Less stressful, less intimidating. Fun, even.



Why isn't there a Go-To for kids?



When Zoë realized she'd use only her own Go-To products on her children whenever dry, flaky, rashy or red skin flared up, the idea dawned on her: Why isn't there a Go-To for kids? A range of simple, plant-based products for babies and kids that parents could really trust, and kids would really want to use.

**And so Gro-To
was born.**



Gro-To is cute, clean and worry-free because if grown-ups care about what they put on *their* skin, we reckon they probably care about what they're putting on their kids.

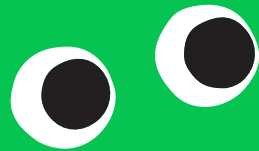
The ingredients in Gro-To have been selected to be not only non-irritating, but enormously nourishing and calming.

We avoid: Silicones, petrolatum and mineral oils, PEGS, parabens, sulfates (SLS), synthetic fragrances and colours, and GMOs.

We include: Natural soothing, plant-derived ingredients, regenerative oils and nourishing butters that actually DO something. We formulate our products to be pH balanced for infant skin.

Gro-To gives little people happy skin, and a sense of ownership about their body and what's being used on it.

Doin' our bit.



- Cruelty Free as credited by Choose Cruelty Free Limited
- Certified carbon neutral by the Carbon Reduction Institute
- We offset our emissions by purchasing carbon credits from a range of projects
- We are also known to brag about all the great things we do.



Now.
Let's meet the gang.



Sud Bud \$19

Super soft suds for stinky little sods.

A gentle, plant-based baby and kids' body cleanser with zillions of bubbles, but none of the usual irritants or harsh foaming agents. Suitable for very new, very filthy, very cute, and very dry skin, this nourishing body wash moisturises, softens and soothes, and will become a bathtime favourite. (Or ELSE.) Fun fact: Nine out of 10 plastic boats prefer it.

Efficacy aside, Sud Bud's scent is SOMETHIN' ELSE. It's as though a coconut had a baby with an orange and then they all bathed in honey. He's just as good on squirmy little poo monsters (newborns) as he is on grubby school kids and all the unidentifiable grime their hair and body attracts. Use him as a shampoo, a gentle bubble bath, and of course, as a basic everyday wash.



What makes Sud Bud so great?

Sud Bud is free from silicones, soaps, SLS and all the usual nasties. It's not going to raise the pH level of their sensitive little skin, plus we've chunked in some other delicious stuff to nourish, protect, and retain moisture (and it smells amay-zing). Gluten-free, cruelty-free.

How Zoë uses Sud Bud:

"Sud Bud is the shining star of our nightly bath or shower. (His smile might be a bit too irresistible, as he generally ends up in the bath.) The kids pump him out, and whisk up the bubbles, or lather it up over their bulbous tums in the shower. Empty bottles remain a "friend of the bathroom" and are used for pouring water, and as a toothbrush holder."



Skin Wizard \$24

A silky, soothing magical body oil.

A calming, ultra-nourishing oil that works magic on dry, itchy little bodies. Our lightweight blend of eight gentle botanical oils sink in fast to replenish and soothe the skin, especially bits suffering from excessive dryness or flakiness. Massage all over the body IMMEDIATELY after bath/shower while the skin is still damp, for relief, rescue, and replenishment. Sorcery!

Skin Wizard offers a delightful combination of nourishing ingredients which work together to protect, soothe, and hydrate (even sensitive) skin, making it perfect for baby massage.



What makes Skin Wizard so great?

Skin Wizard is nourishing, soothing and actually very fun to use on slippery, wriggly kids, plus it's formulated with a sprinkle of magic... Vegan, gluten-free, cruelty-free.

How Zoë uses Skin Wizard:

"Sud Bud is the shining star of our nightly bath or shower. (His smile might be a bit too irresistible, as he generally ends up in the bath.) The kids pump him out, and whisk up the bubbles, or lather it up over their bulbous tums in the shower. Empty bottles remain a "friend of the bathroom" and are used for pouring water, and as a toothbrush holder."



Super Softy \$20

A nourishing and calming body lotion.

A plant-based moisturiser with a unique blend of seven plant extracts, that nourishes, comforts, and softens even very delicate, unpredictable, or touchy skin. With coconut oil, sweet almond oil, and shea butter to replenish and protect, plus calming chamomile, this natural lotion absorbs fast, and feels ssssilky smooth.

Super Softy is excellent for dry skin – it's creamy, comforting, and because it's partly water-based, it's the best at penetrating the skin, and utilises ingredients that can help the skin's ability to retain moisture. Layering Super Softy on top of Skin Wizard (just as you might apply face oil then face cream to your own skin) is the ultimate. Provided your child will sit still long enough.



What makes Super Softy so great?

Super Softy is jam-packed with highly nourishing and soothing oils and butters perfect for soft and sensitive baby skin. Coconut oil, shea butter and sweet almond oils have high levels of vitamins and fatty acids, making them super protective and nourishing. Gluten-free, cruelty-free.

How Zoë uses Super Softy:

"In our house, Super Softy is the all-rounder, every day, after bath or shower. It's also used at nappy change if my toddler has dry, rough skin, or in the mornings if my son has been scratching his tum, arms, or thighs through the night and the skin is a bit sad. I let them apply it. (Then I apply it properly while they're painstakingly rubbing it in.)"



Bad Dream Buster \$12

No more night frights!

A super calming lavender-scented room spray to keep boogeymen outta your kid's dreams, and outta their bedroom. Midnight wake-ups? Forget it. Creepy shadows? No. Eerie noises? Silence. Six-headed beasts under the bed? They should be so lucky.

Bad Dream Buster is vegan-friendly and gluten-free (but, uh, definitely not for eating), and can be used in anyone's bedroom, from tiny squirts to big, hairy grown-ups. Also it gets bonus points for assuaging grumpy mornings and mid-afternoon tantrums (and that's just for parents).



What makes Bad Dream Buster so great?

As well as being repulsive to night beasts, lavender essential oil is calming and soothing, can help reduce stress, and works as a fantastic sleep aid by helping you to fall asleep faster, and enhance your quality of sleep during the night. Cruelty-free.

How Zoë uses Bad Dream Buster:

"My five-year old has taken complete ownership of Bad Dream Buster. He insists on his ritual every night, just as I go to turn out the lights, of spritzing all the 'monster' areas in the bedroom he shares with his little sister. So, over both their beds, under his bed, in the cupboard, and across the window, cos we all know that's how the dang beasts get in."

That's it!

Questions?
Thoughts?
Snacks?