



**Organic and natural baby
skincare products for
mother and baby**





Mommy Care is a leader in the development, production and marketing of organic and natural baby skincare products for mother and baby. We use only the highest quality ingredients and never use controversial materials, so that we can guarantee the best and safest products for you and your natural baby.





Our Story

-Established 2004-

Anti stretch marks cream

- In 2004 we found demand in the Israeli market - there was no good cream for preventing stretch marks.
- We contacted a chemist to develop a natural product of the highest quality components.
- In 2006, we were able to penetrate the market with a series of products for mothers.
- In 2008, we entered the baby products market with a series of natural and organic products.





Our Kangaroos- The story of our Logo





Our Mission

To bring a healthy lifestyle to the world

Our mission is to keep developing high quality, safe skin care products that support moms who are looking to make healthy lifestyle choices for themselves and their children



Mommy Care Approach

Why it is important to use natural product



Engine Cooling System

Treat the problem and not the symptom



The advantages of Mommy Care

- Natural & organic
- Environment
- High Quality
- Standards and Reliability
- Innovation
- Flexibility
- manufacturing capacity
- Product range





Natural & Organic

Why to use natural product

- We treat the skin as a digestive system
- When the skin does not breathe the lungs cannot breathe
- We never use parabens, petroleum-based ingredients, phthalates, SLS, or any other ingredients whose safety is in doubt.



Environment



Recycling- All our packages are recyclable (Tubes made of Sugar cane).



Biodegradable- Our wipes are 100% biodegradable.



Eco Friendly- The materials are natural and high quality, and therefore do not harm the environment.



All of our products **have not been tested on animals.**



Standards and Reliability



Japanese
cosmetics
standards

- ✓ MSDS of the components
- ✓ MSDS of the products
- ✓ Lafirgo- EU certificates
- ✓ Safty assasment
- ✓ Challenge
- ✓ Stability



High Quality



Only the highest quality natural and organic ingredients go into our products, and our production methods (including cold press) ensure that the ingredients maintain their optimum benefits. We guarantee to meet or exceed the highest industry standards in the production of natural and organic skincare.

Efficiency

Texture

Smell



Innovation

Innovative and Consumer Minded

Innovation is our biggest growth engine, therefore we invest significant resources in developing and launching new products, and constantly have a working pipeline of new products. We provide the widest range of maternity and baby products under one brand.

2018

- Vegan Friendly Fabric Softener
- Liquid Baby Laundry Detergent
- Night Light for Baby Breastfeeding
- 30 SPF Mineral Baby Sunscreen
- Sport Bottle Cleaner
- Soda Bottle Cleaner

2019

- Treatment Diaper rash cream
- Toothbrush from bamboo
- Silicone finger brush for a newborn baby
- Natural wipes for thermometer disinfection
- Bottle tray and brush
- Thermos

2020

- toothpaste
- Baby silicone plates
- Baby Calendula wipes for baby
- Multi-ecological diapers
- A series of cosmetics and cleaning products for athletes
- A series for girls (acne cream, stretch marks cream, intimate wash)
- Liquid natural lice treatment and prevention
- Natural hair conditioner
- Natural hand cream
- Intimate wipes for women
- Natural fabric perfume
- After birth natural wipes for mom and baby



Flexibility

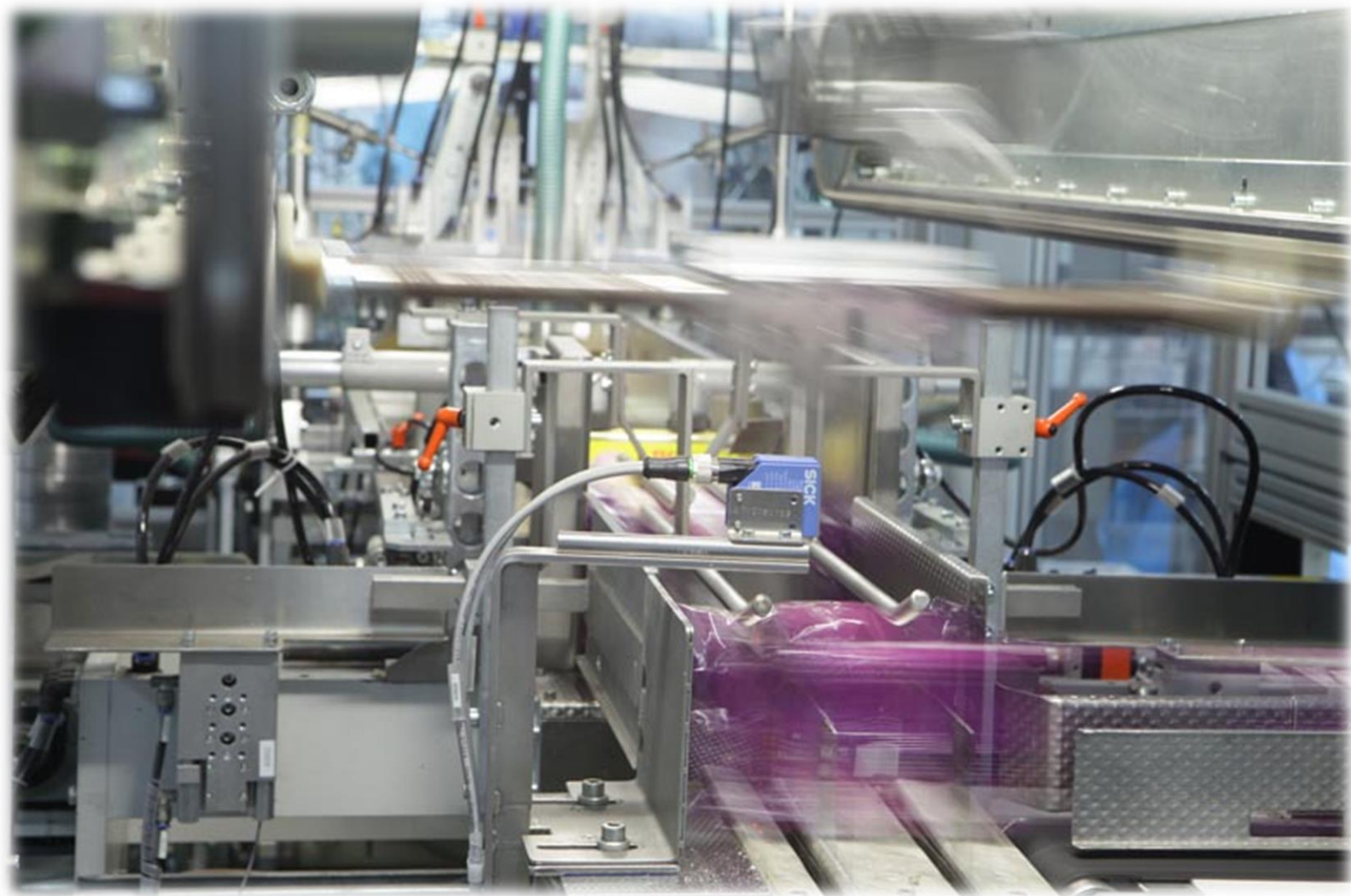
- Make changes quickly
- Flexible approach
- Can develop products suitable for the Chinese market in order to meet the market requirements.





Manufacturing capabilities

The factory has a manufacturing capacity, We can provide large quantities.





Products Range



Maternity line



**Baby products
&
Accessories**



**Baby cleaning
products**



Outdoor line



**Toddlers
&
Children**



Opportunities



Natural Baby Care products is increasingly going global



Time to market



Mommy Care going global



- Israel
- U.S
- Canada
- Russia
- Denmark
- Slovenia
- Rumania
- Ukraine
- Mexico
- Honduras



Mommy Care going global

Mommy Care sun screen – Costco Mexico



Mommy Care Russia



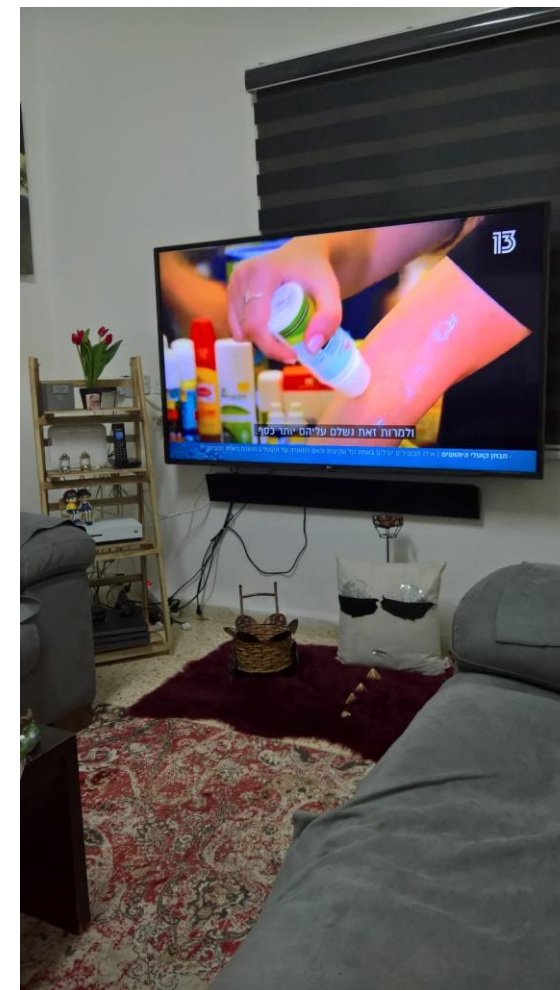


Mommy Care's competitors in Israel





Mommy Care in Israel





The Start



When a mother uses Mommy Care,
it's just another way of saying to her baby she loves him

