

Press Release

Issued 11 December 2007

It's a UK first – Fair Trade Cloth nappy

Fairtrade Fortnight 25 February to 9 March 2008
Real Nappy Week 21-27 April 2008

Every mum wants the best for their baby, and organic cloth nappies are the perfect choice. Made in Water has now gone one better with the new [Little Beetle™ Organic nappy](#) which is also **Fair Trade**.

The [Little Beetle™ Organic nappy](#) is made from three layers of specially knitted organic cotton velour in the body. There are three more layers in the innovative semi-attached and foldable booster, making the nappy super absorbent.

Fair Trade means that with each purchase of nappies you are helping parents in Kolkata, India send their kids to school. Fair Trade practices ensure that a decent wage is paid to farm workers with an additional premium for environmental and social projects.



Choose a Fair Trade Organic Cotton nappy because it is:

- softer against your baby's skin
- more absorbent than traditionally processed cotton
- friendly to the environment

"These are without a doubt the softest, most beautiful diapers I have ever touched or seen." Madison

Little Beetle ONE™ One Fabric, One World, Organic, Fair Trade.*

Nothing but luxurious organic velour! Available in three sizes, and to fasten with aplix. The Little Beetle One will be available from 2008 in White, Willow Green, Sunny Orange, Elemental Blue. Exclusively available in the UK from Made in Water, www.madeinwater.co.uk.



##Ends##

Notes to Editors

1. *For media enquiries, email Antonia@acpr.co.uk or call Antonia on 07900 580668.*
2. *Made In Water, 129 Verdant Lane, London SE6 1JE email carine@madeinwater.co.uk*
3. *About Made in Water: The company was founded by Carine Pouypoudat in June 2004, initially focussing on La Bassine, the eco-birthing pool. Since then the range has expanded enormously, so Made in Water now offers everything natural and fair trade for your birth and your baby.*
4. *The cotton used in the nappies is certified organic and sustainable by Control Union Certifications (formerly SKAL), known as the premier international organic certification. It is Certified FairTrade by FLO (Fair Trade Labeling Organization).*
5. *Shipping and delivery: Our birthing pools and pillows are delivered using well known courier. A fee of £10.95 is charged for all such orders. A signature is required at time of delivery. Smaller products such as Earth Mama are sent via Royal Mail (First Class UK only). Orders placed Monday to Thursday before 11am will usually be Next Day Delivery in UK.*