

## Organic skincare brand Pure Beginnings strikes distribution deal with Woolworths

Pure Beginnings, a South African certified organic baby brand, can now be found on the shelves of Woolworths Food stores countrywide.



Established in 2006, Pure Beginnings has recently enjoyed a growing portfolio of retail clients, both locally and abroad. It exports to more than ten countries in the EU and further afield, while here in South Africa, the company has forged successful partnerships with Baby City, Dis-Chem and Wellness Warehouse, amongst others.

Specialising in natural and organic skincare products for babies and children, the growth of the Pure Beginnings brand is a positive indication that consumers are becoming more aware of what goes on and into their and their families' bodies, states the company.



### Woolworths makes the switch to vegan beauty

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“When we started Pure Beginnings, our vision was to provide South African consumers with safer, better skincare choices for their babies and children,” says Bruce Moore-Gordon, managing director of Pure Beginnings.

“We are delighted that our alignment with Woolworths – one of South Africa’s most well-known retailers – will afford us the opportunity to offer our organic products to even more people. Like Pure Beginnings, Woolworths is committed to, and cares deeply about sustainability, social development and responsible sourcing.”

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