



Melbourne, Australia, July 2016

## **Thankyou launches baby range: nappies, baby care and online magazine**

On Wednesday 27 July, Thankyou launched a 14-product baby range of baby body care, disposable and modern cloth reusable nappy products that will fund child and maternal health programs.

The design-led range was developed by Thankyou's innovation team, parents and specialist GP, Dr. Ginni Mansberg.

The nappy is the first on the Australian market to feature monochrome prints and be lined with Aloe Vera and Vitamin E, while the baby care range is dermatologically tested, pH balanced and free from nasties like SLS, SLES, EDTA and parabens.

To support the range, Thankyou has acquired online magazine Wonderful Mama. The move saw the magazine become a social enterprise online content platform for mums, with 100% of the profits going to fund child and maternal health programs.

Thankyou Co-founder and MD, Daniel Flynn said if the range does well Thankyou could grow its amount given to projects since 2008 from \$4.7 million (as at July 2016) to over \$10 million by the end of financial year 2018 to help millions of people in need globally.

"Entering into the baby category is a huge risk. One of the world's leading brands have failed numerous times in Australia and the market has one very strong player already, but we believe Thankyou can succeed because we've made a remarkable, quality product that stands out and gives parents the opportunity to make a real impact. Already the response on social media has been incredibly positive, which tells us that customers are not only backing us but they were ready for something new and innovative in the category," said Daniel.

"Right now, every 103 seconds a mother dies in pregnancy and childbirth, and globally 2.7 million babies don't reach their first month of life because they don't have access to basic health care. At Thankyou we believe it's possible to lower that statistic and quite literally save the lives of mothers and babies through this range," said Daniel.

The new Thankyou baby range will now be available at Coles (nappies), Woolworths (baby body care), Priceline (baby body care) and Baby Bunting (baby body care). Ritchie's will stock the nappies in September. The modern cloth reusable nappy and select products will be available for pre-order online at [www.thankyou.co](http://www.thankyou.co).

Thankyou's complete FMCG range includes water, food, body care and baby.

For more information, imagery or to arrange an interview with Thankyou co-founders please contact Melissa Morris on [melissa.m@thankyou.co](mailto:melissa.m@thankyou.co) or 0401 182 281.



## FURTHER DETAILS

**The Thankyou baby care and nappy range includes:**

**Baby care:**

Baby ointment 40g, \$8.49  
Baby bath milk 300ml, \$9.99  
Baby bath wash 300ml, \$9.99  
Baby lotion 300ml, \$9.99  
Baby shampoo 300ml, \$9.99  
Baby massage oil 125ml, \$9.99  
Baby nappy balm 80g, \$8.49

**Nappies:**

Little Dreamer, 108 newborn nappies, \$33  
Bundle of Joy, 96 infant nappies, \$33  
Go Getter, 88 crawler nappies, \$33  
Mover & Shaker, 72 toddler nappies, \$33  
Trailblazer, 64 walker nappies, \$33  
Little Champion, 60 junior nappies, \$33

## ABOUT CHAPTER ONE

[Chapter One](#) by Daniel Flynn is a book that tells the raw and real start-up story of Thankyou. It's sold at a pay what you want price with 100 per cent of the profits funding the future of Thankyou. In February 2016, Thankyou launched Chapter One with a campaign to raise \$1.2 million to fund Thankyou baby and Thankyou New Zealand. Co-founder Daniel Flynn committed to packing books in a warehouse until the money was raised. In 28 days, the team raised over \$1.4 million and sold over 50,000 copies of Chapter One.