



nurtured
BABY • KIDS • FAMILY

Promotional Kit

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THE NURTURED STORE



Nurtured opened its doors at 2571 Robie Street in Halifax's up-and-coming North End in April 2009. Since that day the customer base has grown exponentially. The staff has also grown, from one employee to a group of mothers, who each bring unique talents and skills.

Sometimes a business is just a business: product comes in and product goes out, end of story. There are other times when a business can become a catalyst for community and social change. Nurtured is the latter, a business that even in its infancy, has changed the norm of parenting in Halifax.

Unlike typical retail environments where the hard sale is common and profit is the bottom line, Nurtured is a refreshing new take on how successful small business and community can go hand in hand. The philosophy that drives Nurtured is that our store is a service provider that also sells product. As parents ourselves, we also realize that new parents need a sensitive and encouraging environment to help them navigate new parenthood. Families will find the support they need at Nurtured. Owned, operated and staffed entirely by mothers who believe in, and use, the products they are selling. Nurtured is gaining a reputation as a supportive community, meeting place and sanctuary for new families.

While other stores in the Halifax area sell child related products, some natural and many not, Nurtured is the only store that educates parents by offering alternatives to mass produced and potentially unhealthy products for babies, kids and families. From how to diaper naturally, easily and economically, to natural parenting, breastfeeding, baby-wearing and resource materials, Nurtured staff are on hand to answer questions, offer their experiences and above all, to listen.

The majority of the work done in the store focuses on education and support. Many parents have turned away from cloth diapering even while knowing it is less expensive than disposables, healthier for their children, and better for the planet simply because it seemed too complicated. Nurtured is here for those parents, to take them through every step of the diapering process and to help them decide what will be the best fit for their families and budgets.

Nurtured offers a free cloth diapering workshop once a month that is always full of parents (and grandparents) eager to learn how it all works. We also offer a babywearing workshop and on Thursdays the store fills with mothers for our breastfeeding support group.

Some customers may come in a number of times to discuss pros and cons before ever

THE NURTURED COMMUNITY



making a purchase. Customers are never begrudged the time needed to insure they feel comfortable and well informed. As many loyal customers know the knowledge of Nurtured staff is always a phone call or drop-in away.

Just as the store is unique the Nurtured staff are not average retail employees. Owner and founder April MacKinnon had a successful career as a professional engineer in the environmental field before becoming a parent and small business owner. Assistant Manager, Gillian Hyde, is an entrepreneur and owner of the growing Etsy store, Pip Robins. The other women on staff, whose commonality is their diversity and commitment to natural parenting, are all educated mothers of young children.

The hard work is paying off. In January 2010, Nurtured Product for Parenting Inc. was awarded Best Small Business of the Year (Silver) at the Halifax Business Awards, presented by the Halifax Chamber of Commerce. In fall 2009, Nurtured was voted Bronze winner for Best Eco-Conscious Business by readers of Halifax's The Coast Magazine. All this within the first year of business!

Nurtured has come along way since April began her journey to parenthood in 2004. After an extended stay in the hospital with her first child Anna, April was struck by the amount of waste generated by one baby. Her job as an

environmental consultant had taught her how the lifecycle of a diaper doesn't end when you take it off your baby. In fact it is only just beginning.

This scary realization prompted her to decide to make a difference by choosing sustainable options for her family like cloth diapering, natural skin care and striving for a smaller ecological footprint. Inspired to share her ideas with others, she started Nurtured as an online, mail-order store out of her Dartmouth home. With a strong local following the store grew rapidly, coinciding closely with the arrival of her son Cameron in 2007. By 2008 Nurtured had outgrown the capacity of a home-based business and was ready for a brick and mortar store.

Currently the online store continues with brisk business Canada-wide and the storefront welcomes a steady stream of local and visiting families daily. With its dedication to families and old-fashioned customer service it is no wonder that Nurtured is becoming recognized as the go-to destination for products and information related to sustainable parenting.

Nurtured is bursting with ideas, new projects and exciting opportunities. Confident that Atlantic Canadian families want to make healthy and sustainable choices for their children, Nurtured is here to help them in their search for options.



NURTURED BABY



CLOTH DIAPERS

Nurtured specializes in cloth diapers, both sales and support. Our staff are experienced with cloth diapering and are available to answer questions and offer solutions. From prefolds to pocket diapers we carry only top quality diapers from reputable manufacturers such as FuzziBunz, bumGenius, Canadian-made AMP, Bum-mis, among others. All our diapers have been trialed by Nurtured staff and we are confident in the brands we sell.

Available in many sizes and colours we have a diaper package to suit any personality and budget. For parents who prefer to try before buying we have a very popular trial or newborn diaper rental service available.

BABY CARRIERS

We carefully test, screen and research our baby carriers so that parents can feel secure in the knowledge that they are getting what Nurtured feels to be the best products available on the market. We carry a diverse selection of carrier styles includ-

ing MayaWrap and Canadian-made Ollie Golightly ring slings, Ellaroo and Cuddly-wrap, BabyHawk mei tais, and structured carriers such as Beco, Ergo and FreeHand.

NATURAL BABY CARE

For the nursery we offer a range of organic bedding including wool filled pillows and duvets, organic cotton mattresses and bedding along with the popular Grobag sleep sack. Wall art from Winnipeg's Kate & Birdie is available along with Ee-boo decorator letter and number cards.

All natural skin care and bath products, diaper creams, sunscreen, bonnets, baby layette items, teething toys, booties, Baby Legs, hairbrushes and even natural rubber ducks are all available to parents looking to make informed product choices for their babies.

At Nurtured we care about babies! All our products are carefully chosen for safety, beauty and functionality. We offer a large selection of natural options and high quality items for babies, children and growing families.



NURTURED KIDS



CREATIVE PLAY

Everything from fire trucks to fairy costumes can be found at Nurtured. We aim to have something for everyone and our selection of products is always growing. We have large toys such as fully furnished dollhouses complete with working solar panels to hand made wooden cars.

Nurtured focuses on products that encourage learning through play and creativity. Toys like handcrafted dolls, art supplies such as beeswax crayons, play silks, knit food, learning games and puzzles help support open-ended play for children.

Some of the brands we carry include Stockmar, eeBoo, Camden Rose, Fagus, Grimm, HABA and many others.

DAILY LIFE

In addition to bedding and room décor for children up to 5 years, Nurtured also stocks many products for every day life.

For mealtime we have the Keekaroo high chair that grows with children from 6 months to adult, PVC free bibs, wooden bowls, spoons, food mills and stainless steel food and drink containers.

For the summer months we have UV protective swimwear, swim diapers, goggles, bonnets, sun hats and sunglasses.

When the time comes to leave diapers behind we have a number of brands of reusable training pants available including LittleBeetle, MotherEase, Happy Heinys and the Bambino Mio potty.

We also carry books for parents with a focus on positive guidance, nutrition, attachment parenting, natural living and many children's books.

Driven by the belief that children should be surrounded by things that are beautiful and functional Nurtured has searched the world for well crafted natural toys and products for kids.

NURTURED FAMILY



PREGNANCY

Nurtured has sourced the best products available to help make pregnancy and prenatal health a little easier. Bella Bands and the Belly Belt help women feel comfortable in their clothes right up until delivery. Anointment Belly Butter allows mom to moisturize as her belly grows while Anointment's Push Perenium/Bottom Balm helps heal tender tissues after the big day. A variety of Earth Mama Angel Baby teas are available for each stage of pregnancy.

POSTPARTUM

Many new mothers are unprepared for postpartum recovery and Nurtured has many products to help with the healing process. Herbal bath salts, witch hazel, cloth menstrual pads, and Anointment Natural Skin Care products all help mothers feel better after having a baby.

BREASTFEEDING

From mothers who breastfeed exclusively to those who are unable for any reason, our customers are as diverse as their needs. Nurtured carries products to sup-

port both breast and bottle feeding including breast pumps and accessories, nipple creams and compresses, reusable breast pads, Glamourmom nursing tank tops, breastfeeding pillows, a clever pumping bra by PumpEase, an assortment of glass bottles and breast milk storage solutions. Medical grade breast pumps are also available for rental. Our book section carries our favorite breastfeeding books and of course, you can always ask a staff member for advice and support.

FOR THE FAMILY

The complete line of Anointment Natural Skin Care products, produced by Nurtured owner April MacKinnon, is available at Nurtured. High quality soaps and skin care products in a number of scents and styles make them a perfect choice for the whole family. Becoming a parent is like navigating a new world. To help families along we have a carefully chosen selection of books for new and expectant parents.

ABOUT US



While building a career in civil environmental engineering, Nurtured founder and president April MacKinnon learned she was pregnant in 2004. She had no idea how drastically her life was about to change. Her daughter Anna was born five weeks early and had difficulties breastfeeding in the hospital. During the time she spent in the hospital April was struck by the amount of waste caused by her one baby.

Her job as an environmental consultant had taught her how the lifecycle of a diaper doesn't end when you take it off your baby. In fact it is only just beginning. This scary realization prompted her to decide to make a difference by choosing sustainable options for her family like cloth diapering, natural skincare and striving for a smaller ecological footprint. Inspired to share her ideas with others, she started Nurtured as an online, mail-order store out of her Dartmouth home. With a strong local following the store grew rapidly, coinciding closely with the arrival of her son Cameron in 2007. By 2008 Nurtured had outgrown the capacity of a home-based business and was ready for a brick and mortar store.

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To expand on the desire to provide natural products to families April is also the owner of Anointment Natural Skin Care, creators of natural bath and skin care products for the whole family. Each product is hand made using all natural ingredients, sourced locally if possible. Anointment products are now sold by retailers across Canada with expansion plans for 2010.

With new products and research constantly affecting the way we live and raise our families, Nurtured is bursting with ideas, new projects and exciting opportunities. Confident that Atlantic Canadian families want to make healthy and sustainable choices for their children, Nurtured is here to help them in their search for options.

Nurtured would like to invite you to participate in our growth by learning more about our work creating safer, healthier and more joyous communities for children and families.