



Natural. Safe. Pure.
Award-Winning Skincare
for Pregnancy, Postpartum
& Baby

Australia's Best Natural Baby Brand
2023 & 2024 (Beauty Shortlist Awards)
Platinum – Best Pregnancy Skincare Range
2025 (Organic Baby Awards)

WHO IS POD ORGANICS?

Pod Organics is an award-winning Australian skincare brand created to nurture mothers, babies, and families with safe, effective, and ethically made products.

Every formula is natural, toxin-free, vegan, and cruelty-free; carefully developed in Australia to support sensitive skin through pregnancy, newborn care, and beyond.

Trusted by parents and endorsed by health professionals, Pod Organics is proudly certified by Safe Cosmetics Australia and recommended by Naturopaths, Doulas, and Breast Surgeons.

Our products deliver what today's families and retailers value most; purity, performance, and peace of mind.



OUR MISSION

Our mission is to make safe, natural skincare simple, creating products that give families peace of mind and retailers confidence in what they offer.

Each formula blends certified-organic, vitamin-rich botanicals with science-backed performance, crafted in Australia and trusted by health professionals for even the most sensitive skin.

Because when families can trust what touches their skin, retailers can trust what's on their shelves

A MOTHER-DAUGHTER LEGACY OF CARE

With more than 25 years in skincare and wellness, co-founders Lauren Harrison and Kerrie Field created Pod Organics from a shared belief that family care should be both pure and proven.

What began as a personal search for safe, effective solutions for sensitive skin has grown into an award-winning Australian brand trusted by families and recommended by health professionals.

Their partnership combines deep industry knowledge with real-world understanding of what families need; skincare made with integrity, empathy, and results that retailers can stand behind.

“As a mum, I know the peace of mind that comes from trusting what touches your baby’s skin. That belief is at the heart of Pod Organics.” — Lauren Harrison, Co-Founder



Lauren Harrison
Co-Founder &
Managing Director



Kerrie Field
Co-Founder &
COO

FEATURED AND
CELEBRATED ACROSS THE
INDUSTRY

Since launching in 2021, Pod Organics has been recognised by leading Australian and international media for redefining natural skincare for mothers and babies.

Our story, and the women behind it, have been featured in Vanity Fair, WellBeing, The Green Edit, Organic Beauty Award, Natural Parent, and more.



AWARD-WINNING
LEADERSHIP IN
NATURAL BABY CARE

These achievements reflect not just our commitment to purity and performance, but our growing influence in the clean skincare category.



THE MARKET OPPORTUNITY (PROBLEM VS SOLUTION)

PROBLEM

Consumers are increasingly questioning what goes into the products they use on their skin, especially during pregnancy and early motherhood. Many are losing trust in traditional skincare brands that claim to be natural yet rely on synthetic ingredients that can irritate sensitive skin and harm the environment.

At the same time, the market offers limited access to products that are genuinely certified safe, organic, and transparent. Clean skincare is still an emerging category in retail, leaving both parents and businesses underserved.

For consumers, this creates confusion and concern. For retailers, it means a clear gap in supply for trusted, certified, family-safe skincare.

SCA VERIFIED™



SOLUTION

Pod Organics was created to make safe, natural skincare simple and accessible for every family. Each product is certified medicert, made safe, toxin free, vegan, and cruelty free, carefully developed in Australia to care for sensitive skin through every stage of motherhood.

Our range gives parents complete peace of mind and provides retailers with a trusted, proven brand that meets the growing demand for clean, ethical skincare.

By combining ethical certification with visible results, Pod Organics bridges the gap between what families need and what the market lacks: purity, performance, and confidence on every shelf.

OUR PRODUCT RANGE FOR BABY



Vitamin C + White Tea Baby Wash

Size: 150ml

SKU: EBW1000

Description: A gentle, natural cleanser that leaves baby's skin clean and comfortable. Infused with Vitamin C and White Tea to hydrate and protect, it transforms everyday bath time into a moment of calm and care.



Vitamin C + E Baby Lotion

Size: 150ml

SKU: EBL1002

Description: Lightweight hydration for daily use. This soothing lotion nourishes and softens delicate skin with Vitamin C and E while restoring moisture balance. Loved by parents for its fast absorption and subtle botanical scent.



Vitamin E Baby Massage Oil

Size: 120ml

SKU: EBO1001

Description: A silky, nurturing oil designed for bonding and relaxation. With Vitamin E, Geranium, and Patchouli, it comforts sensitive skin while encouraging touch, warmth, and connection between parent and baby.



Vitamin A + E Baby Butter

Size: 30g

SKU: EBB1003

Description: A rich, multi-purpose balm that soothes, restores, and protects. Enriched with Vitamin A, C, and E, it offers lasting comfort for dry, irritated, or sensitive areas, making it a parent essential for everyday use.

PREGNANCY & POSTPARTUM RANGE



Vitamin A + E Stretch Mark Oil

Size: 120ml

SKU: EPSO1004

Description: A deeply nourishing oil that supports skin elasticity and comfort. Enriched with Vitamin C, E, and phyto-active oils, it helps visibly reduce stretch marks while keeping skin hydrated and supple.



Vitamin C + E Nipple & Belly Butter

Size: 30g

SKU: EPNB1006

Description: A nutrient-rich balm formulated with Kakadu Plum, Rosehip, and Shea Butter to comfort and protect delicate skin. Ideal for nourishing the belly and soothing dry or sensitive areas during breastfeeding.



Vitamin C + E Magnesium Body Cream

Size: 150ml

SKU: EPBC1005

Description: A restorative body cream infused with Vitamin C, E, and Magnesium to hydrate and relax tired muscles. Provides long-lasting moisture and calm for postpartum recovery.



Aloe Vera + White Tea Intimate Wash

Size: 150ml

SKU: EPW1008

Description: A gentle, concentrated wash designed for the most sensitive areas. Enriched with Aloe Vera and White Tea to cleanse and refresh naturally, maintaining balance and comfort during pregnancy and postpartum.

PREMIUM CARE FOR MUM & BABY



Blue Tansy & Jojoba Pregnancy Oil

Size: 100ml

SKU: PregnancyOil001

Description: A deeply nourishing oil that supports skin elasticity and comfort during pregnancy. With Jojoba and Blue Tansy, it helps improve firmness and hydration while softening areas prone to stretch marks.



Blue Tansy & Calendula Soothing Mama Balm

Size: 15g

SKU: MamaBalm001

Description: A gentle balm enriched with Blue Tansy, Calendula, and natural butters to calm irritation and restore moisture. Perfect for dry skin and sensitive areas, offering soothing relief and long-lasting protection.



Blue Tansy & Jojoba Baby Bath & Massage Oil

Size: 100ml

SKU: BabyOil001

Description: A soft, silky oil that blends Jojoba, Sunflower, and Coconut oils to nourish and hydrate delicate skin. Ideal for daily use, it transforms bath or massage time into a bonding ritual of warmth and comfort.



Blue Tansy Calming Baby Balm

Size: 50g

SKU: BabyBalm001

Description: A rich, all-in-one balm formulated to soothe and protect baby's delicate skin. With the natural calm of Blue Tansy and nourishing botanicals, it softens, hydrates, and comforts from face to body.

OUR SPECIAL CARE RANGE FOR FACE AND BODY



Blue Tansy Rejuvenating Face Oil

Size: 30ml
SKU: FaceOil001

Description: A restorative face oil that hydrates, smooths, and revitalises the skin for a naturally radiant complexion. With Blue Tansy, Jojoba, and Rosehip, it balances moisture, refines texture, and enhances the skin’s healthy glow.



Blue Tansy & Calendula Soothing Balm

Size: 60g
SKU: Balm001
Description: A soothing, multipurpose balm that nourishes deeply and protects the skin’s natural barrier. Infused with Blue Tansy and Calendula, it calms irritation, replenishes moisture, and leaves skin feeling soft, healthy, and comforted.



Blue Tansy & Mandarin Body Oil

Size: 100ml
SKU: BodyOil001
Description: Perfect for daily use, this rich body oil hydrates and soothes dry, sensitive, or mature skin. It provides long-lasting comfort while promoting elasticity and a radiant, healthy glow. Ideal for areas prone to cellulite, stretch marks, and dryness.

OUR ACCESSORIES COLLECTION



Puddles the Pod Organics Platypus

SKU: PLUSH001

Description: Soft, calming, and endlessly comforting, Puddles is more than a toy; it is a gentle companion that is thoughtfully designed to soothe and reassure little ones from newborn to toddler years. Created with care to nurture emotional connection and security through every stage of early growth.



Organic Bamboo Wash Cloths

SKU: CLOTH001

Description: Made from 100 percent certified organic bamboo, these wash cloths pair naturally with Pod Organics' skincare products. Soft, sustainable, and easy to merchandise, they offer an eco-conscious add-on that enhances basket value and customer trust.



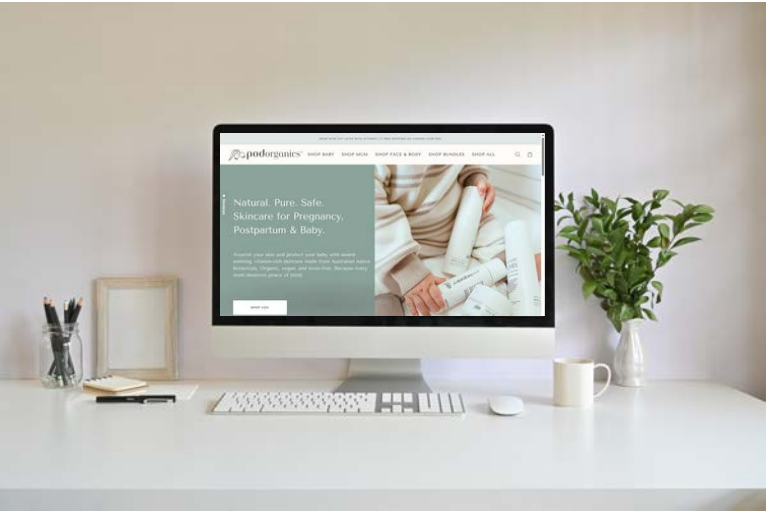
Luxe Stainless Steel Gua Sha (for Face and Breastfeeding)

SKU: EPGS001

Description: This beautifully crafted beauty tool is designed for skin renewal and relaxation. Precision-made from stainless steel, it promotes circulation and rejuvenation, making it a meaningful part of self-care and postnatal wellness routines.

WHERE DO WE SELL?

At Pod Organics, we want every parent to feel supported, no matter where they are. That's why our gentle, natural skincare is now available through trusted retailers and online stores around the world so the products you rely on to care for your family are always within reach.



Online via
podorganics.com.au

Australian distribution
network



Online via
E-Comm partners



Wholesale / Retail



International
distribution from
Australia, Taiwan, Europe
and UK

PARTNERING FOR SUCCESS



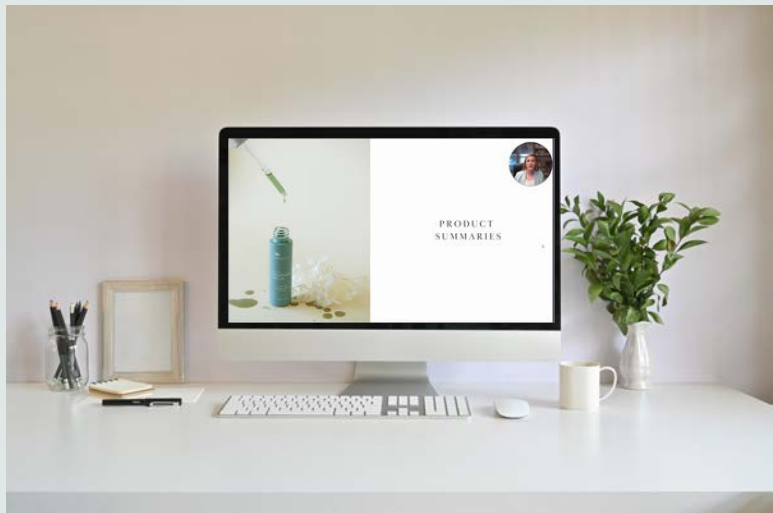
Retail POS material
e.g. Strut Cards, retail
talkers etc



Social Media Promotion



In-store pop up events



Online training library

Retailers play an important role in bringing our products to market, but as a product owner, simply handing over our products and hoping for the best is not enough. To maximise your (and our) success, we aim to actively support retailers in marketing our products.



Staff Incentives



Online asset library



Product Samples



Promotion Calendar,
Marketing co-op contribution
& Rebates

BEST NATURAL BABY BRAND - AUSTRALIA 2024 + 2023

For the second year in a row Pod Organics has been named Best Natural Baby Brand Australia. This honour reflects our deep commitment to caring for families and the planet. Every product is made with gentle certified ingredients that nurture delicate skin and support mothers through pregnancy and beyond. From eco friendly packaging to ethical sourcing we are proud to create skincare that is kind, safe, and trusted by parents who value natural care.

We are grateful that our dedication to quality, safety, and sustainability continues to be recognised by The Beauty Shortlist Mama and Baby Awards.

“Pod Organics flies the flag for everything a pregnancy-safe, ethical, natural mother and baby brand should be.”

— Fiona Klonarides, Founder, The Beauty Shortlist



VITAMIN A + E BABY BUTTER TRIAL



Objective:

To evaluate the effectiveness of Pod Organics Baby Butter in reducing skin irritation in the diaper area of babies aged 0–6 months.

Methodology:

A trial was conducted with 15 mothers applying Pod Organics Vitamin A + E Baby Butter to their babies' diaper area. Over a 24-hour period, each mother observed and reported changes in skin comfort and irritation.

Results: Total Participants: 15 mothers

Observed Improvement:

- 14 mothers (93.3%) reported a visible, dramatic improvement within 24 hours.
- 1 mother (6.7%) did not report the same level of change during the trial period.

Analysis:

The results show that Pod Organics Baby Butter is highly effective in soothing irritation and restoring comfort, achieving a 93.3% improvement rate in just one day. The single non-improving case may reflect individual differences such as skin sensitivity or severity of irritation.

Conclusion:

Pod Organics Baby Butter provides fast, gentle, and effective relief for delicate skin, supported by overwhelmingly positive feedback from participating mothers. These findings reinforce the brand's reputation for safe, natural, and trusted baby care.

WHAT PARENTS ARE SAYING

Pod Organics products are tested, loved, and trusted by parents across Australia. Our recent self-assessments show remarkable results across our skincare range:



- 92% of Mums / Dad's agree that Vitamin A + E Baby Butter protects from skin irritations and diaper rash
- 93% of Mums / Dads have reported effective results of Baby Butter (4 weeks various use - self assessment)
- 95.6% Report that they prefer the Vitamin A+ E Baby Butter over a barrier cream due to the way it absorbs into baby's skin, treats and soothes.
- 97% of Mums / Dads report softer, hydrated skin after bathing and massaging their baby with our Vitamin E Baby Massage Oil. (4 weeks use - self assessment)
- 92% of Mums / Dad's agree that Vitamin A + E Baby Butter protects from skin irritations and diaper rash
- 98% of women reported Vitamin A + E Stretch Mark Oil soothed stretching skin during pregnancy (4 weeks use - self assessment)
- 88% of women reported reduced stretch marks (or no apparent stretch marks) after using Vitamin A + E Stretch Mark Oil in early pregnancy (4 weeks use - self assessment)
- 100% of women reported skin felt softer after use (4 weeks use - self assessment)
- 96% of women reported less irritation after use of Vitamin C + White Tea Intimate Wash
- 98% of women reported relief after use of Vitamin A + E Nipple and Belly Butter

How Pod Organics Stands Apart

Pod Organics Skincare vs other brands

“Every choice we make begins with care for your baby, your body, and the world they’ll grow up in.”

— Lauren Harrison, Co-Founder

Features	Pod Organics	Gaia Baby	Waleda	Childs Farm	Johnson & Johnson
Certified Vegan	✓	✗	✗	✓	✗
Certified Cruelty Free	✓	✓	✓	✓	✗
Certified Allergy Safe	✓	✗	✗	✗	✗
Free from Synthetic Fragrance	✓	✓	✗	✗	✗
100% Australian Made and Owned	✓	✓	✗	✗	✗
Australian Native Ingredients	✓	✗	✗	✗	✗
Ethically sourced ingredients	✓	✓	✓	✗	✗
Pregnancy and Breastfeeding Safe	✓	✓	✓	✓	✓

"Pure & natural skincare for pregnancy, postpartum and baby is more than just a routine; it's a nurturing embrace of nature's gentle touch, ensuring every moment with your little one is cherished and every bond is nurtured, **naturally.**" — Lauren Harrison, Co-founder & Managing Director





With care,
always.

Lauren Harrison

Co-founder & Managing Director

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