

## **Two Perth Mums Win National Award – Despite Covid**

With many companies having to close their doors, two innovative Perth mums have continued to grow their business, scooping the awards from some of Australia's leading brands.

123 Nourish Me, a company who creates organic essentials for families has taken out the National My Child Awards for Best Online Store, Best Sleep Aid & Favourite Sun Smart Product in Australia.

Company partner, Danni Crews believes the reason for the surprise announcement yesterday is due to the following. She says they have a loyal customer base which has rapidly grown during covid, and their products marry up with people spending more time in their homes.

'Our company is all about educating our customers about connection with kids and reducing the toxic loads in homes,' Danni said.

'We have a strong focus on wellness and health and so there was a lot of education opportunity to teach our audience how to maximise their health potential during viral conditions.'

The two mums, who have been best friends for more than 20 years and have five children between them, started the company because they couldn't find a range of products that contained pure ingredients to put on their kids.

'We noticed that there were too many dubious ingredients in products that were targeted toward children. We had been creating our own products for years, so it was natural to want to create something organic for other parents,' said company partner, Alisa Latto.

123 Nourish Me has been operating for five years and now delivers worldwide with products stocked in pharmacies and health stores across Australia.

The two mums say they couldn't be prouder to win the 2021 My Child Awards as they were up against some of the biggest household names.

'This really says to us that parents are really wanting to get back to basics,' said Ms Latto.

'They're pretty aware of toxic build up in their homes and want the best for their kids.'

The warrior mums believe in staying true to their values of using environmental packaging and ensure every product is Australian made with pure, ethical ingredients. The big vision for

the mums is to have 123 Nourish Me products in every household across Australia, reducing the toxic load on our children.

**Key marketing messages?**

- To ditch and switch from synthetic & artificial products to natural alternatives
- Strengthening connection between parents and kids
- Building confidence & resilience in kids
- Reducing the toxic load on children
- Reducing stress and enhancing feelings of well-being
- Improving health through better sleep

***Ends***

***Media:*** For further information or for an interview please contact Danni Crews on 0410301011