



## Dress your child with care

### mini-o introduces nice organic clothing for kids

Inspired by the secrets of the sea, the first collection from the new brand of organic children's wear, mini-o, will be available in the stores from August. The clothes which is trendy, colourful and sustainable comes in size 0-8 years, and the prices are reasonable.

The basic line in soft, organic cotton and classic colours cover bodystockings, rompers, night wear and underwear in a light and flexible rib quality, which takes you back in time to when your grand parents were young. The small print on the back side brings you back to 2008 and appeals to your children's imagination, the little sea serpent e.g. makes the underwear your son's favorite. All tank tops are extra long to make sure it stays in place.

If you prefer retro and strong colours, you will probably like the organic fish-print from mini-o. The print comes on bodystockings with short and long sleeves, underwear, rompers, T-shirts and night wear.

Naturally the underwear is most important when it comes to organic clothing for your children. Underwear is in close contact to your child's skin 24 hours a day. But if you wish to dress your child with care from inside to outside, you will find help in the collection from mini-o. The collection also covers blouses, sweatshirts, fleece jackets and trousers in denim and corduroy. All made of organic cotton, nice design and happy colours.

#### Certified organic cotton

All organic fibers in our clothes are produced by farms who have been certified by Control Union (f.k.a SKAL), and we are only using Oeko-Tex certified dying and trimmings (thread, buttons, labels and print) during the production process. This is your insurance for choosing clothing which does not contain any harmful chemicals.

The company also takes sustainability into consideration when choosing packing and accessories. The basic line comes in boxes made of recycled paper, and the little window in the box does not contain any plastic. The hangtag is made of the skin from banana trees and the cotton string on the tag is organic.

