



## ABOUT MATERNITIQUE

Maternitique is an online maternity store offering safe, natural and stylish pregnancy, maternity and baby products. Our mission is to help women look and feel their best, while doing their best for baby. To this end, we offer carefully vetted products designed for safe use during pregnancy, birth, breastfeeding and motherhood.

Founded in 2007 by a mom concerned about toxic ingredients in cosmetics that affect both fetal and environmental health, Maternitique is now the go-to destination for women from Park Avenue to Beverly Hills seeking the finest in safe, natural maternity.

## WHAT WE DO

Maternitique chooses brands that avoid ingredients identified as reproductive toxins (phthalates, for example), carcinogens or teratogens (substances that cause or contribute to birth defects). We prefer manufacturers who are signers of The Campaign for Safe Cosmetics and we educate ourselves about ingredients in the Cosmetic Safety Database maintained by Environmental Working Group.

If products include herbs or nutritional supplements, we ensure that they have been formulated with medical oversight and are recommended by midwives and doctors for safe use during pregnancy.

## WHY WE DO IT

A recent analysis of newborn umbilical cord blood revealed an average of 200 chemicals, including 180 known to cause cancer, present in babies at birth. Women used to be told that the placenta would filter out dangerous chemicals absorbed by skin, breathed in our air, and consumed. But now we know that's not entirely true.

For healthier, safer babies, we have to make healthier, safer choices. Maternitique's screened selection makes it easy for women to create safe beauty, skin care and nutritional regimens when they are trying to conceive, are pregnant, or are nursing.





MATERNITIQUE®

*maternity evolved, naturally.*

MATERNITIQUE AT A GLANCE

Year Founded

2007

Products

safe pregnancy beauty & skin care including:

acne treatments

stretch mark prevention

anti-aging

sunscreen products

labor and delivery supports

postpartum healing products

breastfeeding aids

safe, non-toxic baby skin care

organic luxury baby bedding

natural gifts and toys

Contact

Tara Bloom, Founder & CEO

[www.maternitique.com](http://www.maternitique.com)

503-232-3567 office

877-235-3567 toll-free

Customer Service:

[service@maternitique.com](mailto:service@maternitique.com)

Personal Shopper:

[ps@maternitique.com](mailto:ps@maternitique.com)

Distribution

Serving women in the United States and Canada through

[www.maternitique.com](http://www.maternitique.com)





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## LOOK WHO'S TALKING ABOUT MATERNITIQUE

Brooke & Charlie Sheen

DEAR TARA,  
THANK YOU SO MUCH FOR  
THE AMAZING BASKET AS WELL  
AS ALL THE GIFTS YOU SENT OVER  
THE LAST MONTHS. YOU ARE  
INCREDIBLE.

Love  
Brooke & CHARLIE

Brook & Charlie Sheen (in happier days),  
April 2009



Pregnancy Magazine, September 2009



Inhabitots: modern green design for  
kids and babies, August 2008



Tara Bloom, Maternitique Founder  
& CEO quoted in SheKnows New  
Mom Survival Guide, August 2009

### Contact:

Tara Bloom  
503.232.3567 phone  
971.322.7318 direct (cell)  
tara@maternitique.com

