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'Thirtysomething' Actress Takes On Baby Care Products

Mayron's Goods enters upscale beauty specialty, children's and natural food stores.

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Actress and director Melanie Mayron has gone from "thirtysomething" to a fiftysomething mother of two and, along the way, created a natural baby personal care brand with her pharmaceutical chemist father that's entering upscale beauty specialty, children's and natural food stores.

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Mayron began to conceptualize Mayron's Goods about 14 years ago as she contemplated motherhood after her "thirtysomething" role as Melissa Steadman, a photographer searching for love, ended with the series in 1991. A believer in natural products even when they weren't widely available for babies, Mayron enlisted her father, David Mayron, a veteran of the predecessor to GlaxoSmithKline who established his namesake lab in 1988, to formulate a gentle barrier and diaper cream without dyes, parabens or artificial fragrances.