

## Ex-banker's deal to take kids' bath range Down Under



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1 DECEMBER 2018 • 8:08PM

**A** children's toiletries brand set up by a former investment banker in her barn has bagged its first overseas deal with an agreement to be stocked in shops across Australia. Joanna Jensen, who left a City career to become a horse breeder, started Childs Farm with a homemade recipe to soothe her daughters' sensitive skin.

The company is gearing up for its first international launch with a deal to be stocked in 186 Big W department stores and with Amazon in Australia. Ms Jensen said there was online demand from Australian parents for the brand, with three in 10 children in the country suffering from atopic eczema.

After launching Childs Farm with 5,000 bottles sold from her country barn in Basingstoke, the brand is stocked in all UK supermarkets as well as Boots and Superdrug.

"One in five sales in the baby care market is Childs Farm and we're growing sales when the rest of the market is in decline," Ms Jensen said.

Retail sales are forecast to grow from £5.7m last year to £14m this year, according to the founder.

“We have gone from being a team of just me, four dogs and a cat to a team of 40 people and stealing market share,” she said.

“I don’t think the big brands can compete with us because they lack the authenticity. For them it’s not as much of a personal risk or a burning desire.”

The company has become hugely popular with parents who are shifting away from traditional brands in favour of products with natural ingredients. The range of children’s shampoos, moisturisers and body wash are made from natural ingredients derived from corn, coconut and shea butter and essential oils such as peppermint, tea tree and tangerine.