

NATURAL CHILD WORLD  
**NCW**<sup>TM</sup>

SPECIAL  
FASHION EDITION

SUSTAINABLE LIFESTYLE FOR THE MODERN FAMILY

THESE WOMEN ARE CHANGING  
THE FUTURE OF OUR CHILDREN



The **INDULGENCE** Issue

**SPOTLIGHT:** TIA & TAMERA MOWRY OPEN UP ABOUT MOTHERHOOD AND THEIR NEWEST BUSINESS VENTURE **FASHION:** IN THE WORLD OF FASHION, IS "TRADE NOT AID" THE NEW BLACK? **WELLBEING:** TAKE A LOOK AT WHY DEPRESSION AND SUICIDE RATES IN CHILDREN ARE AT AN ALL TIME HIGH **DADDY 101:** WORLD'S BEST FATHER REVEALS HOW FIRST TIME DADS CAN OVERCOME THEIR FEARS.

# THE WOMEN WHO ARE CHANGING THE FUTURE

By Barbara Mancini

They have it all, drive, confidence, integrity, vision, these are the women who are paving the way toward a smarter, healthier and more sustainable future. Different product categories, different backgrounds, different nationalities but one common trait: inspired by motherhood.

We got together with these seven amazing women, mothers, key architects for change who are not just changing the way we care for our children but are empowering other women/mothers around the world to do the same.



Photo by Axel DelGrosso  
MakeUp: Diana Fangel and Terese Michelle

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# Jessica Iclisoy

Founder of California Baby

**NCW:** What inspired you to start your business?

**Ji:** Originally I didn't have any intention of starting a business, but having a child inspired me to create change. When I saw that the ingredients in my son's shampoo had several known carcinogens and synthetic fragrances, I resolved to come up with a safe and natural alternative. My first product, Calming Shampoo & Bodywash, was a hit and it launched California Baby—it remains a top seller today!

**NCW:** How would you say that your business is making a difference?

**Ji:** California Baby pioneered the territory and raised the bar on quality, we select ingredients by strictly reviewing safety profiles and support natural and organic suppliers who are progressive. We introduce new, safe and sustainable ingredients that larger companies wouldn't use because, in my opinion, if they can get away with cheaper ingredients, even if they are known carcinogens and can cause cancer, they will. California Baby was the first company to educate consumers on the dangers hidden in personal care products for baby. Today's consumer has a high level of awareness of what is in their shampoo, cream, etc. I am proud to say that this is due in large part to efforts and strides initiated by California Baby!

Have you ever noticed in your experiences in founding a company where being a woman or being a mother has been a negative or has it always been a positive? I think it's both a negative and a positive. The negative as being a woman is that you have to prove yourself where as with a male it's a given. They walk into a room and they are accepted, with a woman you have to show you know what you are talking about, you have to be smart, you have to be tough, but the positive is, especially being a mother, because giving birth is so hard, the months after having a child, sleepless night and all of that, you realize how strong you really are. After that I just knew that I could get through anything. After giving birth and doing that I thought if I could get through anything.

**NCW:** What are your indulgences?

**Ji:** Champagne and wine that's an indulgence I can't live without. Getting massages. Getting regular facials.

**NCW:** Three things you love about yourself?

**Ji:** My curiosity. My openness. I'm not afraid.

**NCW:** Things to improve on or grow?

**Ji:** Patience. More sensitivity towards people, I am very action oriented and sometimes that gets in the way of seeing who the person is. Not to be so impulsive.



# Gaelle Wizenberg

Founder of Charlie Banana

**NCW:** What inspired you to start your business?

**GW:** My children inspired me to start my business; I started manufacturing products we could not find and wanted. Also, I wanted to be a better entrepreneur in time when sustainability is key to our future and the future generation. I wanted every parent to discover the magic of cloth diapering by making it fashionable and available to everyone.

**NCW:** What were the major challenges you have faced in the creation and development of your company being a woman?

**GW:** Being a woman has never really had any impact in my entrepreneurial journey. It is probably true if you are going to the mechanic or buying a new car, but in business, women are a lot better at multi-tasking than men. We are used to juggling and the unexpected! The major challenge was making the right choices with partnership. Going alone is better than having partners, it removes a lot of daily aggravations and you will only have yourself to blame if it was a bad idea. I much prefer that.

**NCW:** How would you say that your business is making a difference?

**GW:** Charlie Banana brand is all about good lifestyle. Reusing is our motto and promoting eco-friendly living with a luxurious accent is changing the way people are seeing green products. You can have an eco-friendlier and more sustainable lifestyle without compromising on style. Many parents have discovered the multitude of benefits of cloth diapering and have then changed their purchasing habits. Having a healthy and happy child makes a big difference for a parent. Having no diaper rashes and a good night sleep means an easy and fun child to take care of and the saving for that household is significant.

**NCW:** What are your indulgences?

**GW:** Playing tennis 4-5 times a week. Dark Chocolate is a daily sacred ritual. Foot and full body massages as often as possible as it helps flow of energy and circulation. Improving yourself is a life long journey of fine-tuning. I am trying to manage my time better and be more punctual. Staying away from emotional vampires. Living the moment and being present during that moment. I so often find myself a million miles away from the moment that I am living and I am diligently working on bringing my attention to that precious moment of the NCW. And then of course being more patient!



# Linda Suh

Founder of Cloud B

**NCW: How did the creation of Cloud B come about?**

LS: I decided during my maternity leave from my first child, Madeline, that I wanted to do something new with my career, but I never knew what it was going to be. I was gifted a sleep bag at my baby shower from Europe, and she began using it at about 2 months old. The product kept her warm though out the night, and eliminated the use of blankets that bunch around the mouth. The sleep bag is a much safer alternative to loose blankets. I thought, "OH my God, this is this amazing product that works wonders on my baby!" I started doing research and realized this product wasn't readily available in the US market. After doing research and finding out that in Europe there was actually the lowest rate of SIDS, in part due to innovative products like this, I decided to introduce this product for newborns in the United States. I designed several bags and called them the Lullabag. It was a modernized version of the bag I had been gifted which worked so well. We ended up creating a variety of sleep products ranging from the sleep bag, to the swaddling blanket, our first plush with a purpose, the sleep sheep, the lavender lull, and finally the twilight turtle, which is kind of iconic now. It just started to expand from that sleep bag which was such an essential part of good sleep and went into other plush with purpose products.

**NCW: How would you say that your business is making a difference?**

LS: Sleep is a fundamental need for healthy development for babies and for all of us. It's part of the Triumvirate of Health: Sleep, Exercise and Nutrition. Through our efforts to help children/families sleep better, we create products that have been proven to promote better sleep. We also hope to educate people about the need for good sleep. People have a pretty good understanding for their need for good nutrition and exercise but the knowledge for healthy sleep habits is not as prevalent.

**NCW: What are your indulgences?**

LS: Spending time with the family. It is a necessity, but a major indulgence. Time for myself to just remember that I need to take care of myself. Giving back to the community. Those are things as you expand your mind.

**NCW: Three favorite things about yourself**

LS: Growing up I hated my height, I was so self-conscious, but now I guess I feel that I grew into myself and I am comfortable in my own shell. Being Asian I think being from different cultures is a great benefit in our shrinking world. My creativity.



# Raegan Moya-Jones

Founder of aden + anais

**NCW: How is aden + anais making a difference?**

RMJ: Our mission is to provide safe practical products that help comfort and soothe babies and simplify the lives of their parents. There are wonderful letters and emails I get from the mom's of sick babies and children who tell me how much our blankets comforted their children through their sickness. It makes me feel really great to know that we are touching people's lives with something as simple as a blanket.

**NCW: How do you indulge?**

RMJ: With four children and a business there is not much "me" time, however now, every two weeks I go and have a massage. That's been life changing, because just being able to stop and de-stress for that one hour every two weeks has made a huge difference. And then there is always champagne!

**NCW: What are three things that you love about yourself?**

RMJ: That is a really hard question. I think I am a very loyal person. I am an extremely honest person. I would rather tell someone the truth than not. And despite the fact that I have a demanding business, I really think that my girls love me and think that I am a pretty good mom.

**NCW: What are three things that you dislike about yourself?**

RMJ: I am definitely a lot Type A, and that can be both a curse and a blessing. Although that has also helped me be successful in my business I can be very opinionated, I just say it how I see it. Thirdly, and quite honestly, I have the worst body image. This [photo-shoot] is my worst nightmare. It's really hard for me. When I set out to start this business, being at the front of it was never on the agenda and I would have never agreed to it. However, I understand the importance of doing it, because people relate to a mom, and that part I love, that I am a mom talking to other moms.

**NCW: For moms trying to balance it all, what is your advice?**

RMJ: The main thing is that this myth, that you can have it all, is an absolute lie. As a working mother, you spend your whole life in a state of compromise, whether you're compromising something with your family or something with your work. You cannot do it all, you have to give a little otherwise you will drive yourself insane. So the advice I give, is to just go easy on yourself. Realize that you can't have it all, you can't do it all, you need help, there are going to be times that you have to sacrifice one for the other, and it is okay. Just do the best you can.



# Vivian Chiang

Founder of Orbit Baby

**NCW: What inspired you to start your business?**

**VC:** Before Joseph and I had children, we traveled around the world – from the Kalahari in Botswana to Kangaroo Island in Australia. Family and friends all told us that once we had kids, we could “kiss travel good-bye.” However, we had the aspirations of being active parents who could still do everything.

By Chloe's first birthday, we had already taken her to destinations such as Prague, New York, Cologne, and Taipei. At that time, we were still developing the Orbit Baby line and incorporated a lot of solutions to our travel frustrations into the product. For example, we knew how difficult it was to go through security lines at the airport post 9-11, so we designed the Orbit Infant Car Seat and Stroller so that they would fit through the X-ray security machines. Also, our Infant Car Seat's exclusive side carrying handles make it easier for parents to manage those narrow airplane aisles, and the Orbit Stroller's unique, one-handed “twist-and-tilt” folding makes gate-checking fast and simple. We knew that other parents would also appreciate these features, and as we immersed ourselves into the business, we knew that we had made the right decision.

Orbit Baby's slogan has always been: “Have baby, will travel.” However, it's not just making it easier for them to go to exotic destinations around the world. We also set out to make it easy for parents to just get out the door to the local market or their favorite restaurant.

**NCW: How would you say that your business is making a difference?**

**VC:** Orbit Baby's mission is to create the safest and most easy-to-use car seats and strollers that empower your family to travel. We also believe we are making a difference by being the first to use fabrics that are safe for your baby and safe for the environment. As it goes, I know how hard transitions are: the transition from playtime to getting your kids to put on their shoes, the transition from parking your car to getting your baby out of the garage, the transition from going from the parking lot into the restaurant. We're here to make all these transitions a little easier: our modular system allows you to just dock the car seat on to the stroller without waking up your baby or toddler.

**NCW: What are your indulgences?**

**VC:** I find swimming extremely indulgent and cathartic. Every time I go for a swim, even if it's at 6 in the morning, afterwards I feel so good. Dark Chocolate. Having a margarita is always indulgent. If I am having a tough day at work, I think when I get home I am going to make myself a margarita.

# Christine Barlow

Founder of 5 Phases Baby Bottles

**NCW: What inspired you to start-up 5 Phases Baby Bottles?**

**CB:** The inventor in me came out after the birth of my 11lb 7oz micro-preemie baby. Having a compromised child, I became aware how environmental factors were affecting our children. I read an article in the LA Times about the hormone disrupting affects of chemicals in the plastics used to make baby bottles. I felt there needed to be more options for parents who wanted to use glass.

**NCW: How is 5 Phases making a difference?**

**CB:** With autism, ADHD, diabetes, asthma, allergies, obesity and brain cancer in epidemic proportions more and more people are becoming aware of the impact we're having on our environment and how it is affecting the health of our children. My passion in creating this glass bottle has not only been to give parents a better alternative for feeding their babies, but through my blogs, tweets and face book I hope to enlighten them about chemicals in our environment, (mostly) organic living and the benefits of alternative medicine.

**NCW: What are four of your indulgences?**

**CB:** I love traveling especially when it takes me to places where there is a lot of culture and history. Luckily my other job as an airline pilot allows me to do plenty of it.

My daughter plays softball and my son plays baseball, and I just love watching them play. Even though it is for them, I just really enjoy watching them.

Every summer we spend a couple weeks at my parent's summer home on the lake in Marblehead Ohio. My kids love it and look forward to it every summer. We really enjoy going out on the boat. Walleye fishing. Flying airplanes!

**NCW: What are some personal aspects that you would like to improve upon?**

**CB:** Because I keep up with current environmental issues for my blogs and tweets, I find it gets a little depressing knowing what our future holds unless some serious changes are made. It's difficult for me when I think of myself as just one voice. At times I feel like giving up. I need to accept that “I can't control everything” and to just do what I can. I love this quote by Anita Roddick “If you think you're too small to have an impact, try going to bed with a mosquito”. There are a lot of little mosquitoes out there. When mosquitoes multiply they can make a lot of noise!

# Laurie Zoob Hyman

Co-Founder of Green Toys

**NCW:** How is Green Toys making a difference?

**LZH:** Green Toys products help educate children about recycling, and close the loop in a way that is meaningful and fun. By exposing children to the concept of recycling and earth-stewardship, we hope to inspire them to protect our planet in their own personal way.

**NCW:** What inspired you to start Green Toys?

**LZH:** In 2007, a colleague called and said that he had an idea to make environmental toys. I looked around my house and saw a vast wasteland of plastic that was ambiguous. I had no idea where it came from and what it was made of, and it really struck a cord with me, so I said to my partner Robert, "I'm in! This is something that I can be passionate about, and really hopefully pave the way people think about toys. Let's just start and see where it goes."

**NCW:** How do you indulge?

**LZH:** Sleep! Having three kids, two dogs, a husband and a company, when I can, I sleep in. I will always take a massage, and spend quality time with my kids where I am really focused on them, and not thinking about work.

**NCW:** For moms trying to balance it all, what is your advice?

**LZH:** I'm actually getting better, but certainly the first five years I just stopped sleeping, because I was trying to do it all. My days are not typical, I don't go to work at nine and come home at five. I'm constantly going in and out of work and in and out of my personal life, so I have to catch up at the other end when everyone's asleep. It's a good time to work.

**NCW:** What are three things that you love about yourself?

**LZH:** I think that what you see is what you get, there's not another Laurie I would say that I'm really fair. Whether it's my kids, my husband or people I work with, I take it all in and I listen. I feel like what goes around comes around, and life is all about being fair and good to the people around you. Also, I would say that I am a really loyal person - loyal and committed to the things that I do. When I jump into something I jump in one hundred and twenty percent.

**NCW:** What are three things that you dislike about yourself?

**LZH:** I could be more patient for sure! The other thing that I would like to improve on is to find better balance, because being committed to things, I tend to overengage and then something else is given.

# FRED WATER

# AD