



ABOUT BLOM

BLOM baba is an Eco-friendly, probiotic liquid detergent, especially created to effectively and gently clean cloth nappies. BLOM Baba is like no other detergent in the cloth nappy industry. The new technology allows to prolong vitality and activity of probiotic bacteria- which clean your cloth nappies effectively without the need for harsh chemicals.

It's enriched with human grade probiotics (Bacillus species) which assist in getting rid of any odours, stains and also enrich natural microflora, providing additional protection from multiplication of pathogenic bacteria. The detergent has been specifically formulated to clean the fibres of cloth nappies without compromising the integrity of the fibres to ensure absorption remains in tip top condition.

BLOM Baba prevents unpleasant odours in the washing machine, enriches natural microflora on fabrics and skin, which provides additional protection from multiplication of pathogenic bacteria. AND it's good for the environment.

Suitable for the whole family, does not cause allergies or irritate skin. Suitable for all kinds of fabrics (incl. silk and wool), effectively removes stains and naturally softens the fabric – no need for additional softeners. Can be used in houses with biological waste management systems

ENRICH YOUR NAPPIES WITH MICROBES



BLOM baba doesn't use traditional chemical cleaning agents. It works due to the strategic grouping of bacteria which, when inhabiting the same space, creates bio-chemicals, enzymes and bacteriocins that clean and detox fibres of nappies and breaks down uric acid and other soils.

In simple terms, it's a probiotic cleaning product – like the drink, it's good bacteria neutralising bad bacteria creating clean and healthy laundry.

CREATED ESPECIALLY FOR CLOTH - prolong the life of your nappies

The secret is in the microbial formulation where the good bacteria do all the hard work. BLOM baba has a neutral PH and is phosphate and sodium free, eliminating mineral build up in fibres. BLOM baba ensures there is no residue left on your nappies, hence ensuring maximum absorbency. BLOM baba is PH neutral and thus does not contain high alkalis. It contains no salts or phosphates. The main active ingredients is human grade probiotics which work optimally at 37 degrees celsius and does not require high water temperatures to effectively clean cloth nappies.





BLOM baba contains only 4 ingredients, water, Organic carbon based surfactant, Coconut oil derived foaming agents and human grade probiotics (and fragrance in the fragranced version), because the probiotics do the cleaning, there is no need for harsh chemicals or salts which can cause build up in the fibres of cloth nappies and reduce absorption.

The probiotics used in BLOM baba were specifically chosen for their properties, for example the Bacillus species breaks down uric acid thus eliminating ammonia build up and preventing stinks. The added protection of probiotics also prevents the multiplication of pathogens, as they act like little soldiers.

BLOM baba was created by a cloth using mom, who understands the pride and love mom's have for their stash, so our aim is to ensure longevity of nappies (and the environment). BLOM baba detergent aims to prevent the following in nappies:

- delamination of PUL (due to high washing temperatures and high alkalies in traditional detergents)
- Premature relaxing of elastics (due to damage from high alkalies and high washing temperatures)
- Reduced absorbability of nappy fibres due to salt build up and fibre damage
- Stinks due to uric acid build up - traditional detergents are ineffective at removing uric acid crystals.

BLOM baba was created in partnership with the leading expert in applied microbiology and manufactured by the largest biological cleaning manufacturer in South Africa. Blom baba was subjected to stringent testing to ensure quality and complies to international standards of biodegradability.

Before Launching, BLOM Baba was tested by cloth using moms in South Africa here is what a few had to say:

Nappies washed in Blom Baba came out clean and they came out whiter - Lorraine

My favourite part was how little you had to use to get the nappies clean and bright - Shakira

It cleans better than the detergent I currently use and is very green too. - Yolandi

There are no more smelly nappies after using the detergent and took out old brown stains from my toddler's clothes - Rochelle

The fact that it does not smell my baby has eczema and she is allergic to almost everything. And when I used Blom Baba there was no reaction. - Chrizelda

After one wee the nappies had a bad ammonia smell and no matter if I strip/ hot wash it never got better... BUT after I used BLOM Baba the smell is so much better. Can now use the nappies again without worrying about the horrible smell afterwards - Irene

