



Baby Collection FAQ

How has the baby collection changed?

The new baby collection has been completely redesigned to provide a better collection of products that are more effective for babies and more relevant to the needs of babies and moms. Some of these changes include an all-new FDA approved diaper rash ointment, a new on-the-go bottom wash, new and adjusted ingredients to make the products more effective, and a new scent profile. Finally, this entire new collection has been pediatrician reviewed and dermatologically tested.

What's the benefit of this collection over the old one?

- This collection includes a safe, effective baby diaper rash cream that provides a true moisture barrier with 14% non-nanoparticle zinc oxide.
- Baby wash & shampoo has been reformulated for better foaming and lathering properties.
- Baby bottom wash, made with water and organic chamomile flower extract, offers a safe, effective, eco-friendly alternative to pre-moistened, disposable baby wipes.
- Mom & baby body oil is made with nourishing ingredients to hydrate and soothe both mom and baby's skin.
- Mom balm is the same product you know and love with a new label.

Why did pure haven change the scent from lavender?

We have developed this new scent profile specifically for the baby collection because it is known to have calming and soothing properties.

What's the benefit of chamomile?

Chamomile is known to have calming and soothing properties, making it ideal for baby products. Additionally, as we review market trends, we see that chamomile is one of the top scents for baby products right now.

Are these the same as the original baby products that had a chamomile scent?

No. Only our baby wash & shampoo features a light scent, which is similar but not the same. The new baby collection formulations have been updated with the latest toxin-free ingredient technology with unique ingredient blends that provide increased effectiveness.

Is the mom balm new or reformulated?

Mom balm is the same product you know and love with a new label.

Why do we have a baby bottom wash and a baby wash & shampoo; what is the difference?

The baby bottom wash is great for cleaning smaller areas of baby’s skin — bottom, face, hands, etc. — and perfectly sized to toss in your diaper bag or purse for on-the-go messes. Its spray nozzle is ideal for spritzing a paper towel or wash cloth, or directly onto baby’s skin. For a complete clean, use baby wash & shampoo, which is made to lather and clean baby from head to toe.

Why don't we have a baby cream and baby massage & body lotion anymore?

These products were replaced with baby diaper rash cream and mom & baby body oil. Our baby diaper rash cream serves a more intentional purpose, helping to protect baby’s bottom from excess moisture. Mom & baby body oil does twice the work of baby massage & body lotion, as it’s great for moms to use before baby’s arrival and for mom to use with baby once baby arrives.

Will the set come in a box still?

No, the set does not come in a pure haven baby branded box. This allows for a higher dollar savings on the 5-piece set and reduces waste.

Is the baby collection safe for sensitive skin?

Yes. Each product has a gentle formulation ideal for all skin types, even the most sensitive skin.

Can I continue to use the rest of the other baby products I already have?

Yes, of course. However, please be mindful of the expiration dates on them, as our products are all made with fresh, safe, non toxic ingredients and are not meant to last forever.

What are the recommended ages for the baby collection?

The baby collection is perfectly safe for all ages, newborn through adulthood.

Can I use the mom & baby body oil if I am breastfeeding?

Yes. Mom & baby body oil is formulated without any oils derived from nuts in order to avoid any type of allergen sensitivities. All the oils are organic and safe for all ages.

How often can I apply the baby diaper rash cream?

The baby diaper rash cream can be applied liberally as often as necessary to help treat and prevent diaper rash.



Is the baby wash & shampoo tear free?

Our baby wash & shampoo is made with 100% safe, effective, non toxic ingredients. Its gentle formulation is ideal for all skin types and won't harm baby if it accidentally gets into eyes.

“Tear-free” is just a greenwashing term used in marketing to entice customers. “Tear free” claims are often obtained by conducting animal testing on rabbits. All pure haven products are cruelty free.

Has the baby collection been pediatrician-reviewed?

Yes. Each formula was reviewed by a pediatrician and deemed safe for babies and children.

Has the baby collection been dermatologically tested?

Products in the baby collection have been dermatologically tested, which means that they have been submitted for independent clinical review and tested for tolerance and signs of obvious or severe skin reactions. At the conclusion of the study, a dermatologist reviewed the results and found the products to be safe and not cause skin reactions.

Why is the baby diaper rash cream FDA registered?

Being FDA registered means that the cream is proven safe by the FDA and considered an over-the-counter drug for treating diaper rash. With this third-party validation, we are able to use “diaper rash” in the product name and make the claim that the cream will help clear up and prevent diaper rash.