

The wish for less chemistry for her children became her dream job.

Louise makes bathproducts for children. Besides just a happy bath experience that leaves you with clean children, she also strives to leave parents with a clear conscience. Read more of our talk with Louise about Cool-Kidz, children and allergy.

What is the best part of working with Cool-Kidz?

Being able to make a living while doing what I love to do. It is really exciting and fulfilling to experience the process when a product evolves from an idea to a finished product that all of a sudden can be bought all over the country. I also love to be in close conversation with all the people who influence and shape Cool-Kidz. That involves everyone from manufacturer, distributor and retailer to the consumer who calls us with questions or feedback.

Of all things, why products for children?

I have atopic dermatitis myself, so I know how challenging eczema and allergy is to live with in daily life where you involuntarily are exposed to large amounts

of allergenic substances.

My idea with Cool-Kidz was solely pragmatic. I wanted to make a shampoo for my own children, that was without unnecessary ingredients of any sorts. I wanted to minimize my children's risk of

developing allergy – because once you've developed an allergy, there is no curing it. All parents want their



children the best, and in my case my good will even became my way of life. I am very grateful for that.

What are you dreaming of – in terms to Cool-Kidz?

I am already doing what I dream of – and I work my ass off every day to be able to do so. But I also dream that our products will find their way onto even more bathroom shelves in and outside Denmark.

What is your favourite Cool-Kidz product?

It must be our new Bomuldsblød Shampoo (Cotton-soft shampoo), which is also certified by AllergyC-

ertified. The idea for the shampoo emerged while I was pregnant with my now 1 year-old daughter. It is incredibly soft and mild, which is why we recommend it as your child's first shampoo.

It is - like all our products

- made with much love, care and high quality awareness for my own children.

