

MADE OF Launches Monthly Diaper Subscription Program

This organic-first personal care brand is disrupting the baby industry for good



New York, Dec 21, 2018 (Issuewire.com) - For millions of parents who need real evidence to back up “natural” and “organic” claims [MADE OF®](#), an organic-first personal care brand offering organic baby skin care and diapering products recently launched a new [Diaper Subscription program](#). This subscription program offers a monthly delivery of diapers, baby wipes and other organic baby care products. Parents across the United States can try MADE OF® with a risk-free trial, enjoy free shipping and have a lifetime satisfaction guarantee.

MADE OF® diapers are a simple diaper, which means there are no additives from print, colors, dyes, or fragrances. Co-founder Igor Bekker, says the plain-white construction is safer for babies, “Because unneeded chemicals that come from color or print lay on a baby’s skin for 24 hours a day for two to three years.”

Thanks to the company’s [Ultimate Transparency® Promise](#), parents can learn about the diaper ingredients, where they are sourced and even the location where the diapers are made. They can also read and learn about each independent testing [by visiting the individual product page](#).

MADE OF® is the first and only brand to commit the whole brand to NSF organic standard and the first and only brand to share where the ingredient comes from, actual test results and where the product is

manufactured in the US.

Researchers spent over a year interviewing expecting and new parents and reviewing their needs and market perceptions to determine how MADE OF products could provide a solution to the problems and blatant and deceptive tactics used in marketing other natural personal care products.

The Diaper Subscription program is made up of two options for parents: Basic and Deluxe. The Basic option offers six packages of diapers and four, 80-count packages of certified NSF organic and EWG verified baby wipes for \$80/month. The Deluxe version offers the same six packages of diapers and four, 80-count packages of certified NSF organic baby wipes, but also includes NSF Organic Diaper Cream and NSF Organic Baby Powder for \$110/month.

Both options are delivered monthly to parents' front doors for no additional shipping costs. In addition to saving parents time by skipping the trip to the store, the subscription program can save parents up to \$900 annually according to the MADE OF website.

The diapers are also rubber and latex-free, hypoallergenic and tested by dermatologists. They are ultra absorbent and provide a full ten hours of leak-free protection, indicate when they are wet, and MADE OF® offers a lifetime guarantee. If parents are ever dissatisfied with the product, they can return or exchange it without any hassle.

The MADE OF® diapers work well with their Soothing Organic Baby Wipes, which are certified organic by NSF and EWG verified. The NSF Personal Care Organic Standard requires that products are made up of at least 70% organic ingredients and 30% natural ingredients. The wipes are also alcohol-free and made without bleach, soy, and nuts.

Bekker and the rest of the team of MADE OF® say in addition to the subscription plan, they will debut their diapering products in stores, like Target and Buy Buy Baby, in January 2019. Parents interested in learning more about the diaper subscription plan should [visit the MADE OF website](#). MADE OF® is a mission-driven B-CORP company, currently has a scholarship program and is a board member of NSF.

About MADE OF

MADE OF® is a certified organic-first baby care brand offering baby shampoo and body wash, baby powder, diaper cream, nipple balm, baby sunscreen, baby lotion, diapers, baby wipes, multi-surface cleaner, dish soap and hand soap. All products are independently tested and made in the United States excluding diapers, which are manufactured in Mexico. Everything they make is certified to NSF Organic standard, an international certification. They're also EWG Verified, Gluten Free and Vegan Certified. Learn more here: <https://madeof.com/made-of-affiliate-program>

About Igor Bekker

Igor Bekker is an accomplished, talented, and visionary leader supported by wide range of expertise in digital marketing, ecommerce operations, and technology merging to drive measurable, sustainable, and profitable results for major retailers and direct to consumer online businesses.

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