

# mini ü

## Mini U Awarded Bronze For Best Baby & Child Skincare Brand At The 2022 MadeForMums Awards

*Mini U, the newly relaunched skincare, bath and body care brand for new-borns, toddlers and children, was awarded the prestigious industry accolade based on the effectiveness of its products, ease of use, quality and design and worth of money*

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HI-RES IMAGERY: <https://we.tl/t-ls3D6iFFz7>



Award-winning skincare, bath and body care brand for new-borns, toddlers and children, [Mini U](http://www.miniu.co.uk), has been awarded Bronze for Best Baby & Child Skincare Brand at the [2022 MadeForMums Awards](https://www.madeformums.com/awards).

Joining previous bronze alumni of the industry renowned category award win, including *Child's Farm*, *Little Butterfly London* and *Kokoso Baby*, the recently re-launched brand was rigorously tested and judged by [MadeForMums'](https://www.madeformums.com) army of families, editorial judges, industry experts, diverse parenting influencers, and mini judges, to provide honest reviews on the effectiveness of its products, ease of use, quality and design, in addition to worth of money.

The fun, sea-creature-themed range proved a big hit with child testers, with one parent adding that their two-year-old son who normally hates the bath, actually wanted to get into the tub, thanks to [Mini U](http://www.miniu.co.uk).

Alongside winning Bronze in the Best Baby & Child Skincare Brand category, [Mini U's Golden Grapefruit Hand Wash](#) took home Silver in the Baby & Child Skincare Product and the brands [Tropical Berries Hair & Body Wash](#) was awarded joint Bronze in the Baby & Child Bath & Body Wash category.

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Following the award win, Global Sales Director, Katie Roberts added: *'The Mini U family are absolutely delighted to have been recognised in one of the most prestigious award categories within the industry. We unveiled our re-vamped collection with brand new formulations late last year and providing customers with high quality formulations at affordable prices has always been at the forefront of the brands ethos. We are proud to offer products which are vegan and cruelty, gluten, soya, nut and dairy free. Safety and enjoyment are at the heart of what we do, and we are excited to offer parents and families an environmentally conscious brand, which makes bath time more fun for everyone, with no mess and no stress! We're absolutely delighted with the feedback we've received from the testers and cannot wait to see what the exciting future holds for the brand!'*

Following its re-launch, [Mini U](#) are excited to be shaking up the \*£19.8 million baby care market (\*statista), with an exciting new product set to launch in Summer 2022, to join the award-winning range.

## About [MadeForMums](#):

- MadeForMums is the UK's biggest parenting reviews site with more than 2000 professional in-depth reviews, 5000 parent reviews and over a decade of expert and professional advice on important parenting topics. MadeForMums mission is simple: to help parents make confident choices. This is achieved by being evidence-based, working with health professionals and experts in the parenting industry, as well as testing, reviewing and getting feedback on products that are written about.

## About [Mini U](#):

- Since 2010, Mini U have been putting great times into bath times with their award-winning haircare, bath & body care for kids.
- Re-launching in late 2021 with a re-vamped collection with brand new formulations, the new products are fronted by a fun range of sea creatures including Fizzy Phil the Pufferfish, Silky Sheila the Seal, Cleany Claud the Crab and Washy Wander the Whale, who are all set to bring their own brand of fabulous fun to bath time.
- The new product range includes Shampoo and Conditioner, Hair and Body Wash, Hand Wash, Bubble Bath, Bath Bombs and Fizzy Plops, Curl Activator, Detangler and Styling Balm.
- Kind to the skin and safe to the planet, all the new liquid products are made with naturally derived ingredients. They are also vegan and cruelty, gluten, soya, nut and dairy free, free from microplastics, and gentle on sensitive skin.

-ENDS-

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