

Joonya returns to USA and launches into UK market

Non-toxic nappies and wipes brand

Joonya announces its intention to re-

enter the USA and UK markets by the end of the year.

SYDNEY, NEW SOUTH WALES, AUSTRALIA, October 16, 2020 /EINPresswire.com/ -- Joonya, an

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Richard Sexton

Australian brand of nontoxic baby essentials, announces its upcoming return to the USA market as well as the launch of the brand into the UK market. Having previously had a strong customer base throughout 2018 and 2019 in the USA, Joonya took its award-winning [baby wipes](#) out of the USA market in recent times largely due to the Covid-19 pandemic and tariffs from China. The wipes are now being made in New Zealand and will be tariff-free, while the [diapers](#) are made in Europe and will be launched alongside the return of the wipes.

Joonya's diapers include a cotton blend and other

sustainable materials, making a comfy yet ultra-slim diaper that is receiving positive reviews in the Australian market. The wood fluff in the core is certified by the Forest Stewardship Council (FSC) while they also use a patented channel technology that has been proven in testing to keep the baby drier for longer.

Founder Richard Sexton says "Joonya is super excited to bring our award-winning baby wipes back to the USA market, and introducing our innovative eco-diapers should propel our brand forward in the American market. At around the same time we will be launching in the UK market where we feel there is strong support for products like ours."

Joonya's baby wipes have been registered as an EU cosmetic product and this process is correctly perceived as the most rigorous cosmetic regulatory scheme in the world. Richard Sexton says "registering our wipes as an approved EU cosmetic product provides consumers with a guarantee that our product contains no hidden ingredients that wipes in other markets can get away with. Being a brand that focuses on non-toxic ingredients, it is important that we can back that up in as many ways as we can."

Joonya sells its premium baby essentials online at joonya.com mainly via direct-to-door subscriptions of bulk boxes with an attractive price point, and plans to continue rolling out new, exciting products in the years to come.

Richard Sexton

Joonya

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Joonya diapers

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