



True Stories

Inspired by family, gentle care for babies: meet HealthyBaby

Erol Tzampaz, co-founder HealthyBaby

I am the co-founder of HealthyBaby and a father myself. Together with my wife Fatma, a trained child educator with many years of experience in childcare, the idea for the brand grew naturally out of our everyday family life. Fatma has brought valuable insights from her work with children and parents, particularly when it comes to caring for sensitive baby skin.



Alongside my fellow co-founders Jimmy and Erkan, who are also fathers, I developed HealthyBaby with the goal of creating honest, gentle, and practical baby care products. In our free time, we enjoy spending time with our families, being outdoors, staying active, and living consciously. This close connection to real family life continues to shape the philosophy of our brand and the development of our products.

NATRUE: Can you briefly tell us how HealthyBaby began and what inspired the founders to create the brand?

Erol: HealthyBaby was born from my desire to create baby care products that parents can truly trust. When I became a father, my wife Fatma and I realised how difficult it was to find organic baby care products with clean, transparent, and truly trustworthy ingredients that support both normal and sensitive baby skin, while still being practical for everyday use.

Through many conversations about ingredients, application, and skin compatibility, the idea emerged to create our own baby care brand. Together with two other fathers, we developed HealthyBaby with one clear principle: to create products we would use without hesitation on our own children.

NATRUE: How does your background as parents influence product development today?

Erol: As parents, we approach every product from the perspective of daily life with a baby. Baby care needs to be quick, easy to apply, and gentle on the skin.

We question every ingredient, every formulation, and every application method from a parental point of view: Would we use this on our own child? Is it really necessary? Does it make everyday life easier? This real-life family perspective directly shapes our product development process.

NATRUE: Your products are described as water-free, vegan, sustainable, and free from synthetic additives – what led you to these choices?

Erol: We deliberately chose water-free formulations because they are more concentrated, last longer compared to products that contain water, and do not require synthetic preservatives. This makes them particularly suitable for normal and sensitive baby skin.

Avoiding fragrances, perfume, and unnecessary additives was a natural decision for us, as baby skin – especially sensitive skin – can react strongly to these substances.

Formulating vegan and sustainable products is part of our responsibility towards both people and the environment.



NATRUE

International Natural & Organic
Cosmetics Association

NATRUE: Why did HealthyBaby choose NATRUE as a certification for its products, and what does it mean for your brand?

Erol: NATRUE stands for clear standards, transparency, and trust – values that are especially important to us at HealthyBaby. The certification gives parents guidance and reassurance and confirms our commitment to consistently high-quality natural cosmetic formulations. For us, NATRUE is not a marketing tool, but a validation of our philosophy of honest baby care.

NATRUE: What's one thing about the brand or its products that you wish more consumers knew?

Erol: We wish more people understood how much conscious decision-making goes into reduced formulations. Fewer ingredients do not mean less effectiveness – often, they mean better tolerance. Our products are intentionally kept simple to protect the skin and make everyday life easier for parents, without unnecessary promises.



For more information about HealthyBaby,
visit www.healthybabishop.de