

BabySmart Introduces Cooshie Boddler – a Molded Foam Booster Seat with Extra Support for Young Toddlers

BERNARDSVILLE, N.J., May 3, 2004 – BabySmart today introduced the latest toddler-friendly product in its “Cooshie” line: the BabySmart Cooshie Boddler, a molded foam booster seat with extra support for young toddlers under age 2.

BabySmart is exhibiting its new, specially contoured booster at the 35th annual International Juvenile Products Manufacturers Association Show in Dallas.

“Some parents have asked for additional support to keep their little ones from slipping out of their booster seats,” said Diane Zissu, president of BabySmart. “The BabySmart Cooshie Boddler keeps a baby’s tush low and prevents her from sliding out.”

Like the original BabySmart Cooshie Booster, the Boddler is made of special high-density molded foam that stays put with the weight of the child. The Cooshie Boddler’s warm, smooth “skin” is seamless, waterproof, bacteria-resistant and non-allergenic. Available in a range of “cool” colors, it’s cushiony and comfortable. It won’t absorb spills, so clean-up is a cinch. It can be used on a chair or on the floor, at home or on the go – it comes with its own carry bag.

Founded by Zissu, a mother of three and formerly an interior space designer, BabySmart offers “smart” products that simplify life for parents and babies. The Cooshie Boddler, Cooshie Booster and other BabySmart products are available across America in specialty stores across America, in Babies “R” Us stores, in such major catalogs as One Step Ahead and The Right Start, and online.

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