

*Bathing Toddlers Just Got More Comfortable*

## **BabySmart Launches New Line of Cooshie TubGuards For Tubs and Showers**

BERNARDSVILLE, N.J., July 1999 – Tired of sore knees and elbows when you bathe your toddler in the tub? BabySmart’s Diane Zissu has devised a clever new solution: molded foam BabySmart Cooshie TubGuards.

BabySmart TubGuards feature an attractive, one-inch-thick, semi-circular Knee Guard, which fits snugly against the base of a bathtub, and a hinged Elbow Guard that hugs the edge of the tub. A removable insert on the versatile Elbow Guard fits a shower door track. Made of molded foam with a ribbed pattern for support, TubGuards are tacky – yet smooth, 100-percent waterproof, bacteria resistant and non-allergenic.

“As the mother of three kids born in three years, I got mighty tired of achy knees and elbows from the bathing ritual,” said Zissu, who founded BabySmart to address unmet needs of parents and babies.

Her baby accessories company currently produces the best-selling molded foam BabySmart Cooshie Booster for toddlers and pre-schoolers, the patented BabySmart Wipes Holder and BabySmart Diaper Holder, which attach to any size changing table and put wipes and diapers within easy reach, and the BabySmart Potty Mat and BabySmart Lap Bib.

The new line of BabySmart TubGuards is currently available through specialty catalogs. The company expects to begin offering BabySmart TubGuards in specialty stores in mid-2000.

BabySmart offers “smart” products that simplify life for parents and babies. Its products are available across America, in such major catalogs as One Step Ahead and The Right Start, and in Babies “R” Us stores.

###