



Feeding

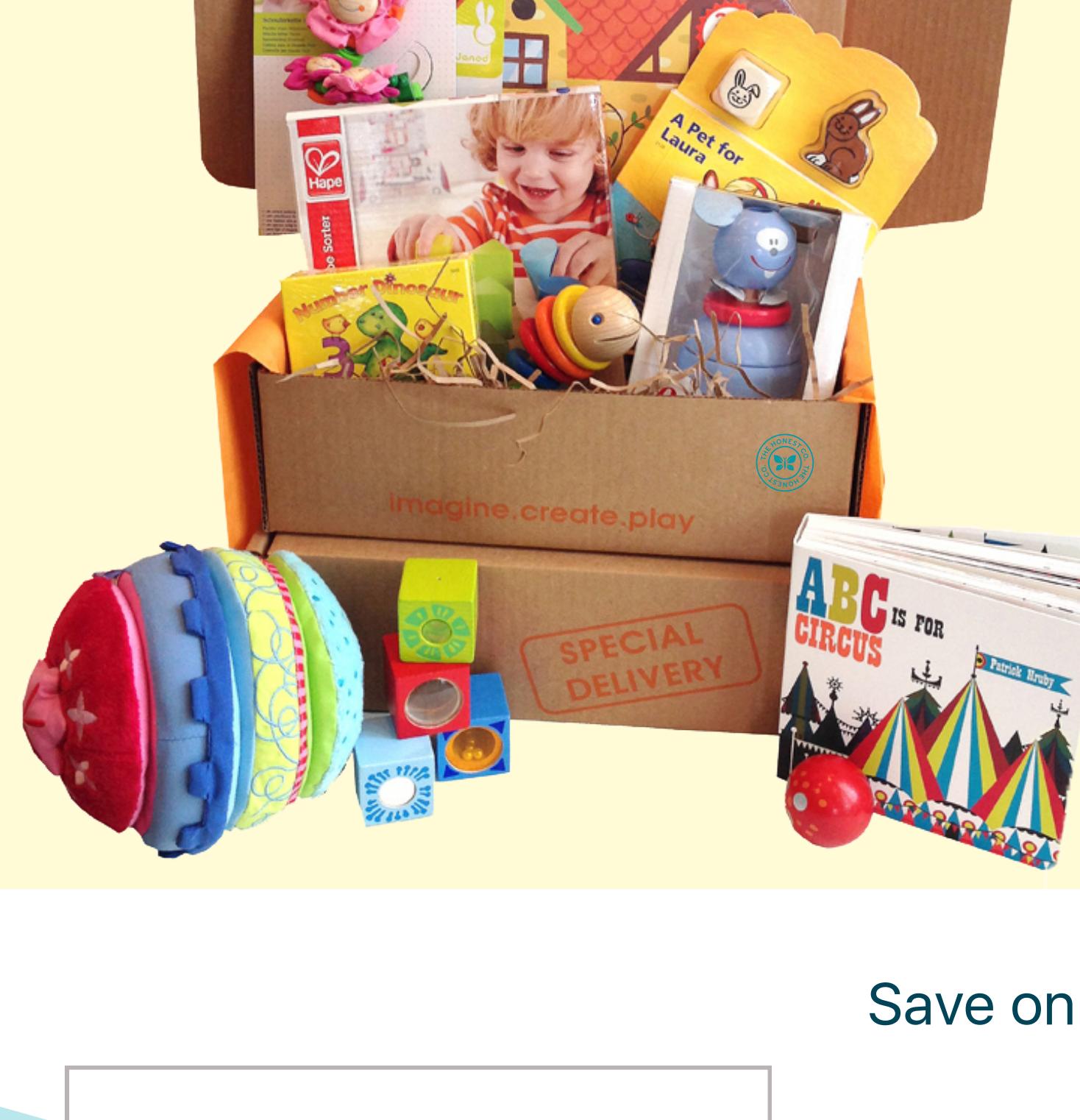
Personal Care

Cleaning

Vitamins & More

Gifts

Beauty



Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle. The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



Help

FAQ
Contact Us
Retail Locator

Account

My Bundles

Order History

Company

Our Story

Our Principles

Honestly Free Guarantee

Social Responsibility

Get To Know Us





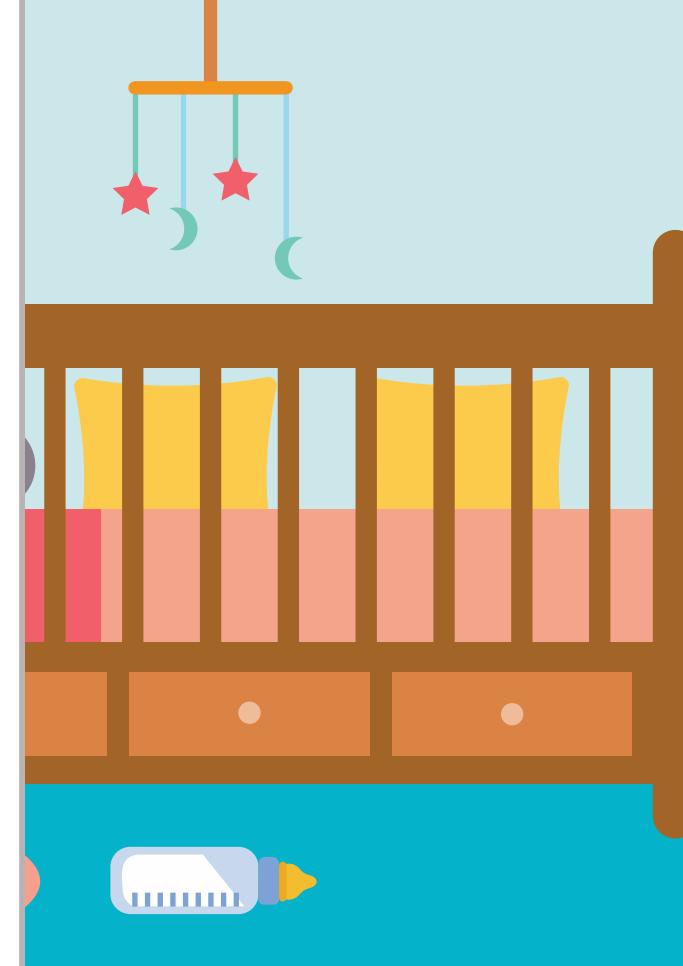
Get \$30 off of our newest bundle:

Honest Toys

+ free shipping when you order now!

Honest Toys are organic, eco-friendly, made from natural materials, and never contain toxic chemicals!

[Get Started](#)



Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

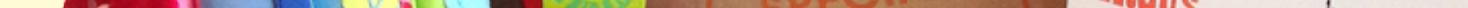
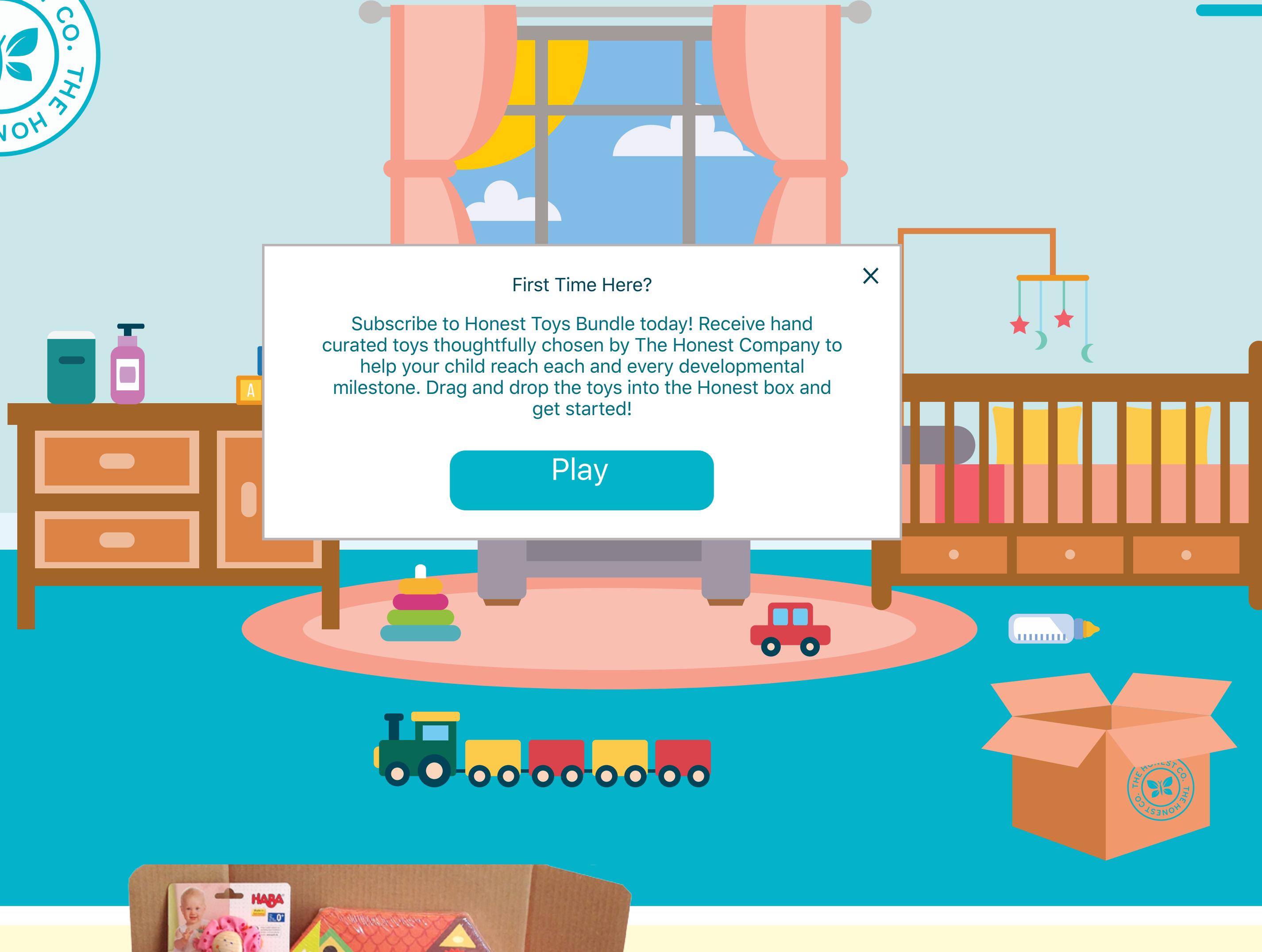
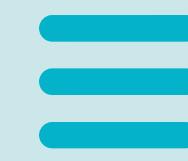
[My Bundles](#)
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



Help

FAQ

Contact Us

Retail Locator

Account

My Bundles

Order History

Company

Our Story

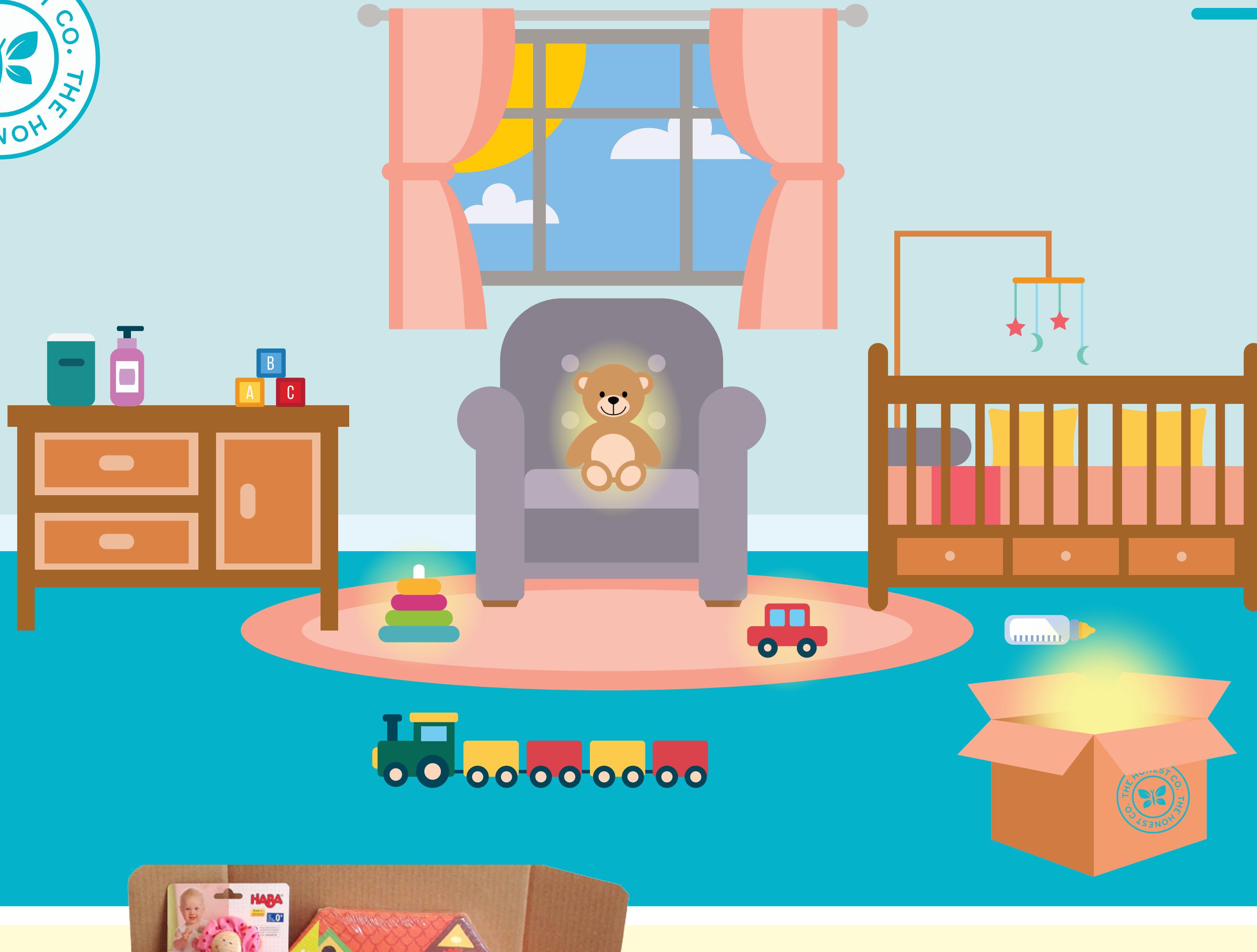
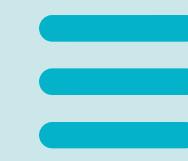
Our Principles

Honestly Free Guarantee

Social Responsibility

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

[My Bundles](#)

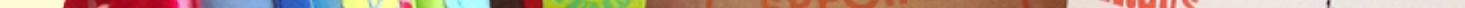
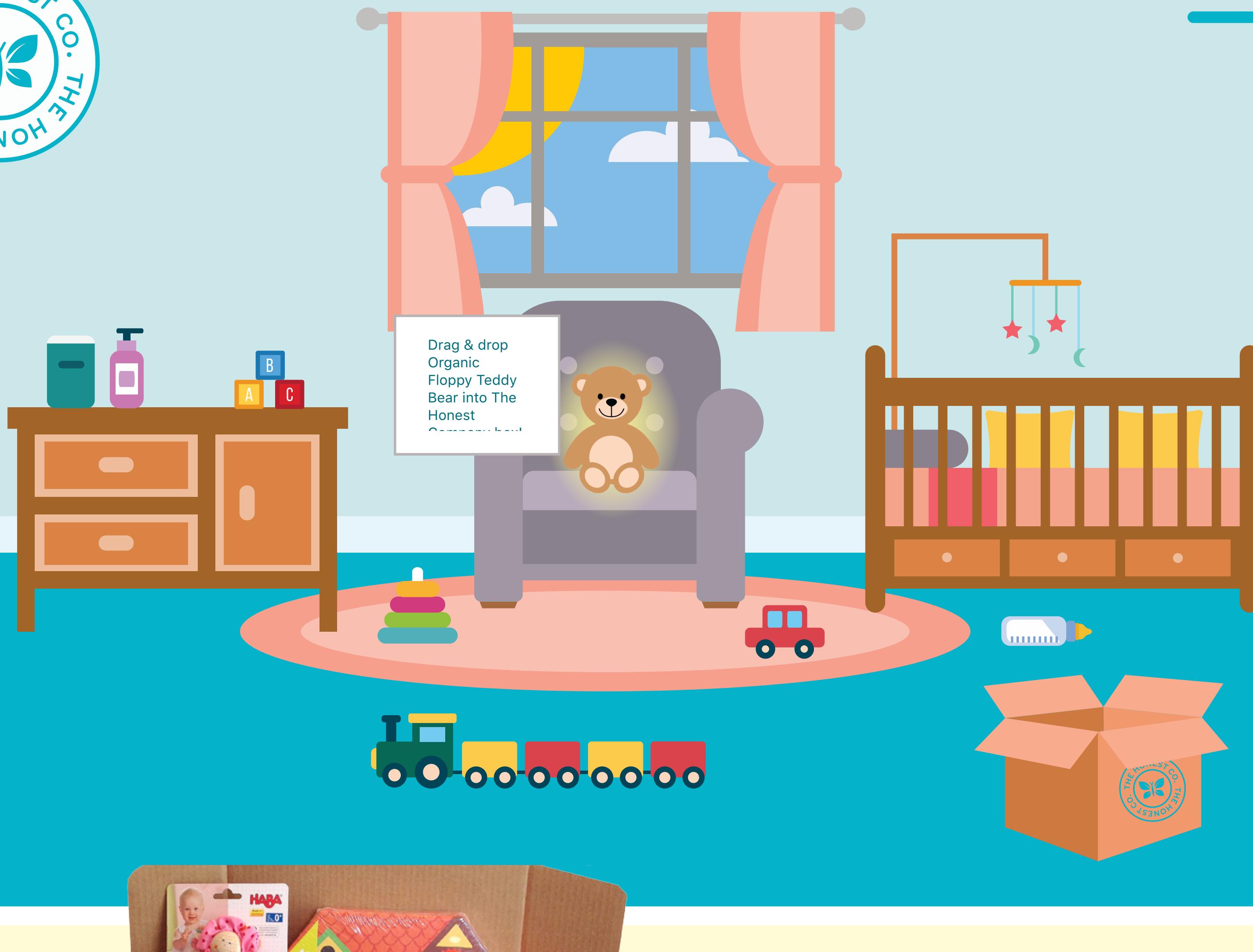
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



[Help](#)

[FAQ](#)

[Contact Us](#)

[Retail Locator](#)

[Account](#)

[My Bundles](#)

[Order History](#)

[Company](#)

[Our Story](#)

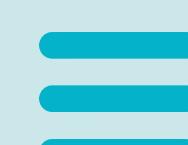
[Our Principles](#)

[Honestly Free Guarantee](#)

[Social Responsibility](#)

[Get To Know Us](#)

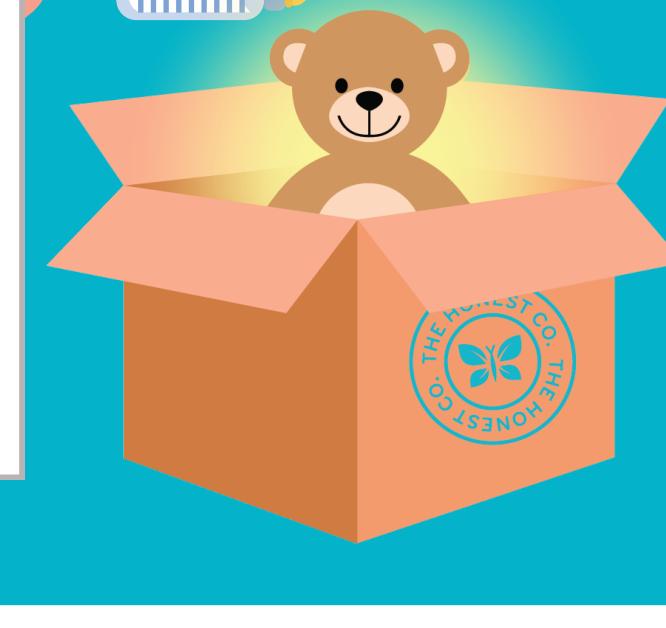
© 2017 The Honest Company, Inc. All Rights Reserved.



Organic Floppy Teddy Bear

Product # 140476

This soft and eco-friendly brown Organic Cotton Brown Teddy Bear has been lovingly hand-crafted in the mountains of Germany by a small family business.. Made from certified organic cotton and filled with pure



Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

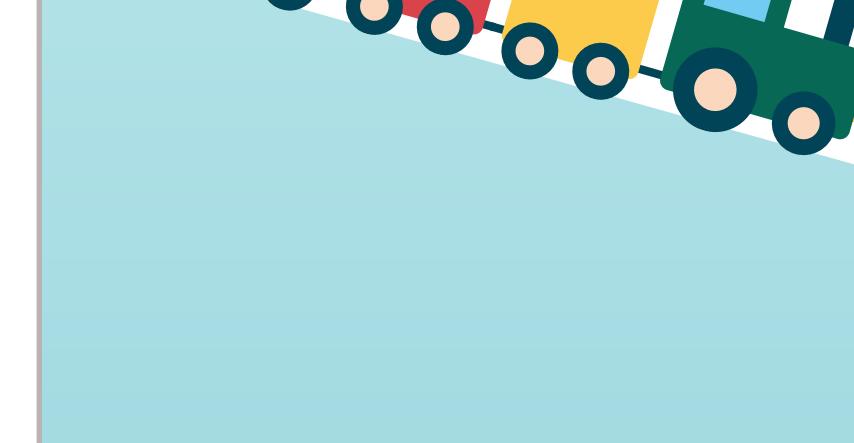
Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

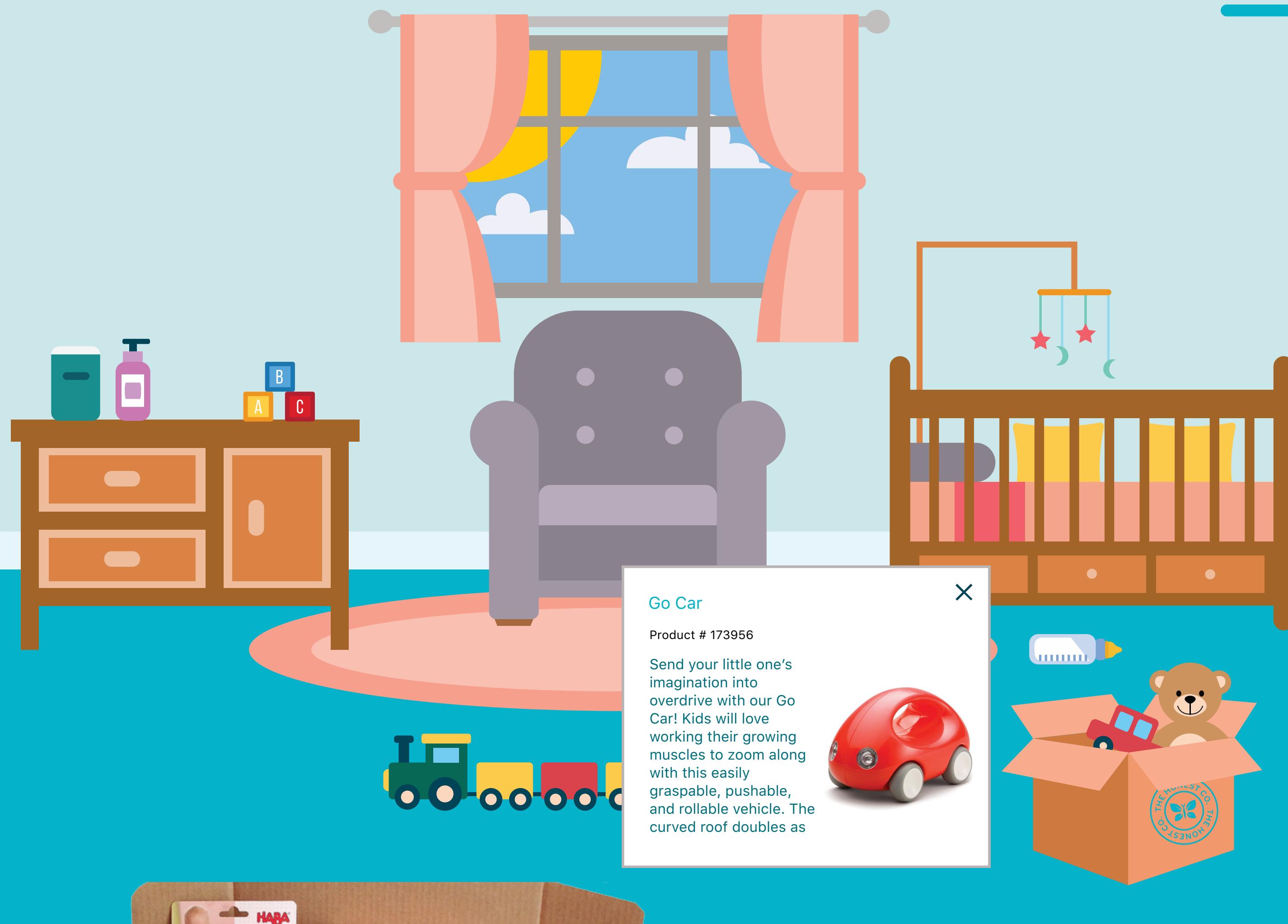
[My Bundles](#)
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

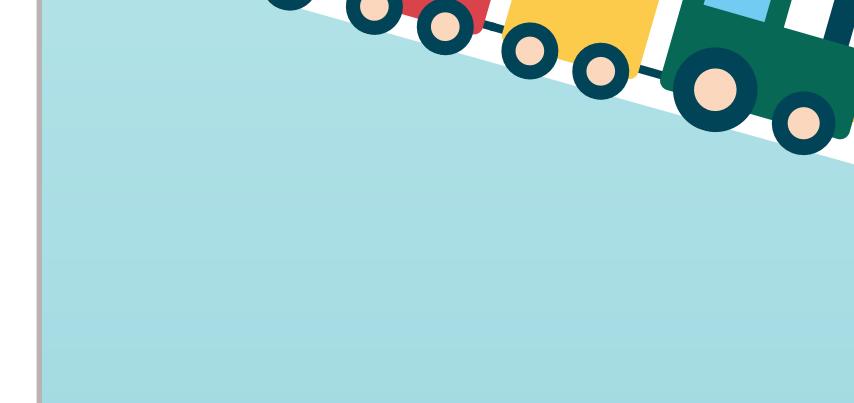
Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

[My Bundles](#)

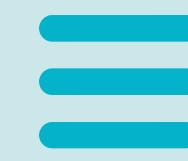
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

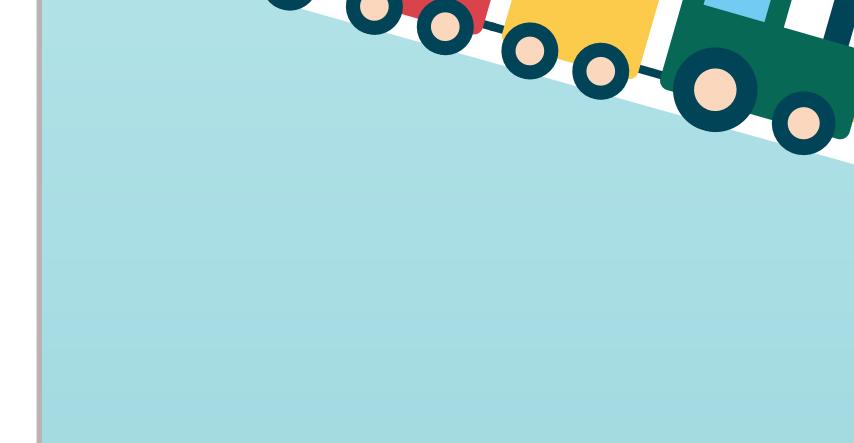
Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

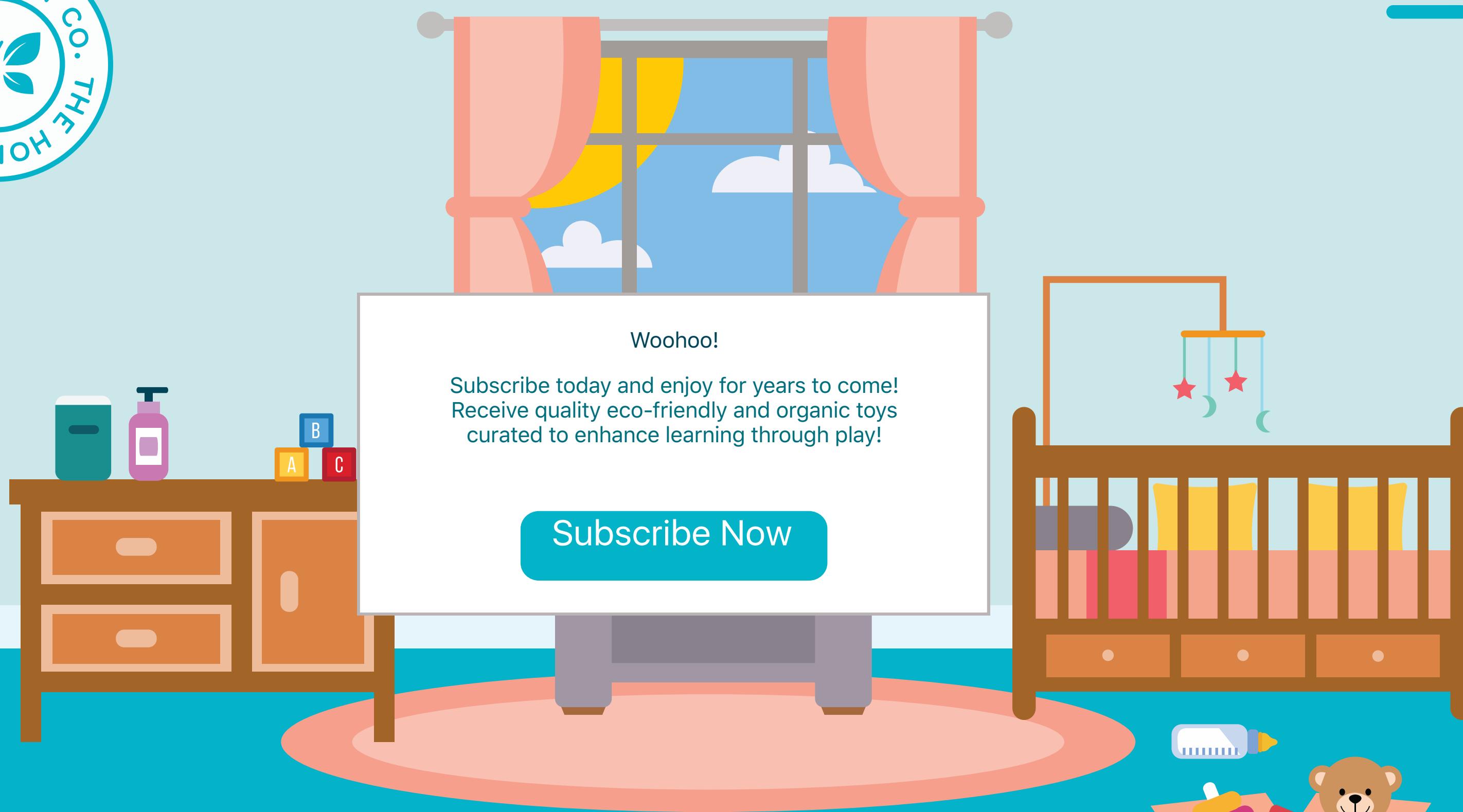
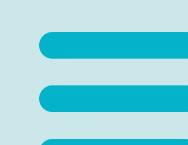
[My Bundles](#)
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

[My Bundles](#)

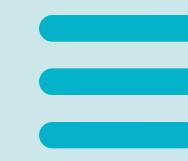
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



2. Tell Us About Your Baby/Child

Name:

Birthdate: mont year

Gender:

Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

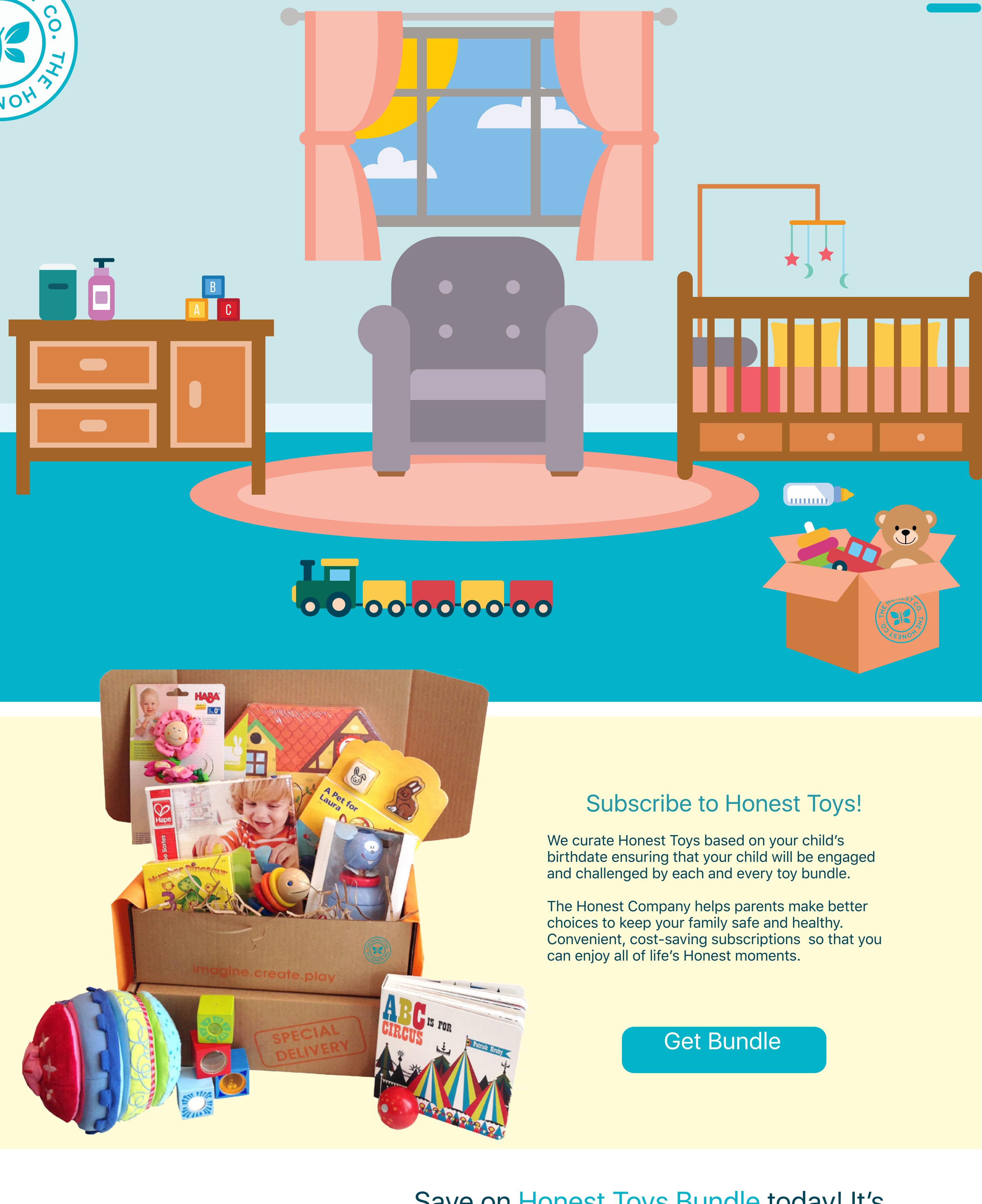
[My Bundles](#)
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)

2. Tell Us About Your Baby/Child

Name:

Birthdate:

Gender:

3. Subscribe

Select your payment method and subscribe for quarterly deliveries right to your front door!

[Get Bundle](#)



Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

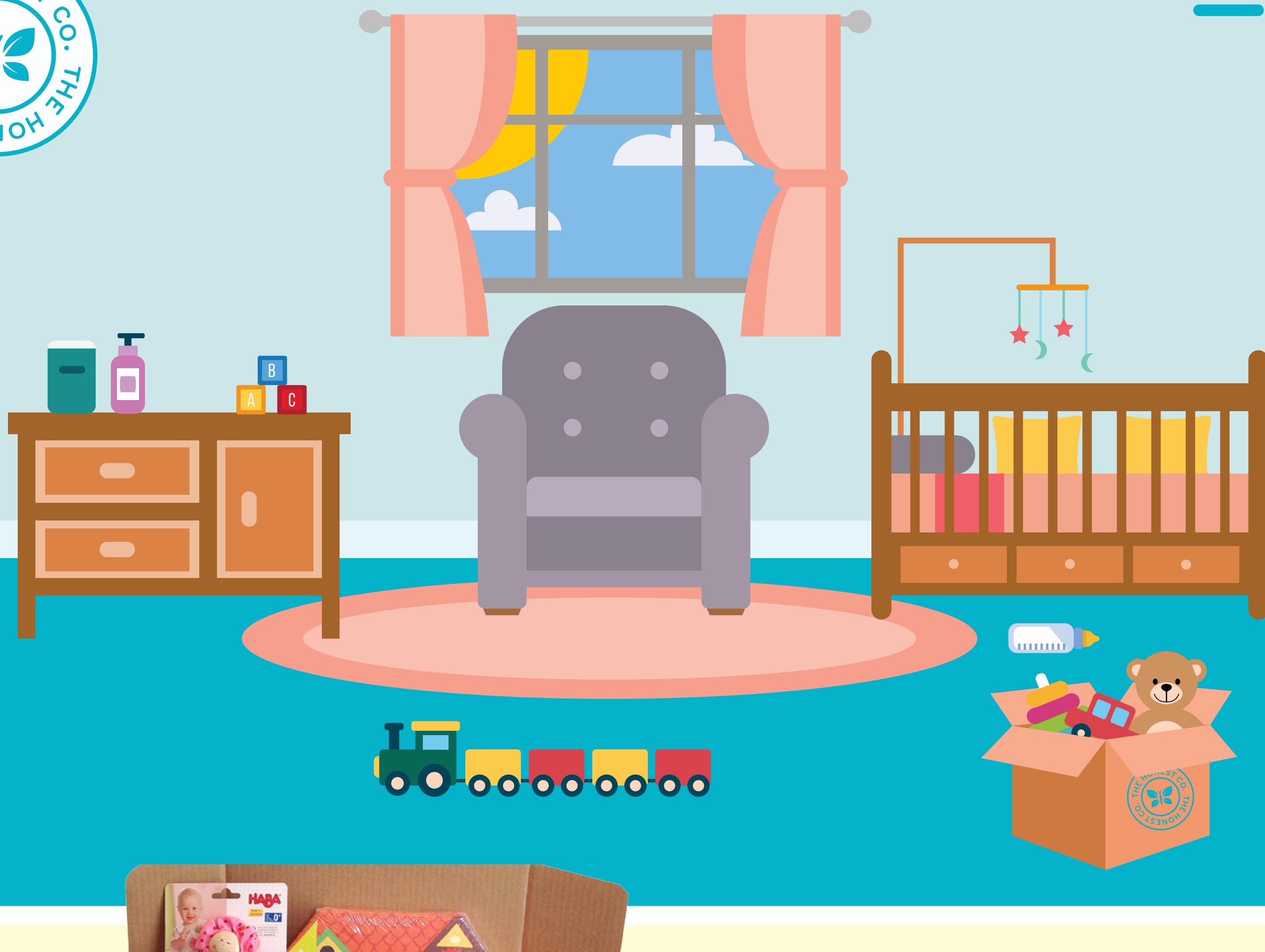
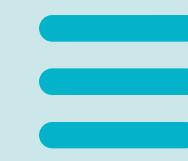
[My Bundles](#)
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)

2. Tell Us About Your Baby/Child

Name:

Birthdate:

Gender:

3. Subscribe

Select your payment method and subscribe for quarterly deliveries right to your front door!

[Get Bundle](#)



Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

[My Bundles](#)
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)

2. Tell Us About Your Baby/Child

Name:

Birthdate:

Payment Details

Cardholder name:

Card number:

Expiration: CSC:

Billing Address

Name:

Email:

Country:

Address:

City:

State & Zip:

[Submit](#)

Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

[My Bundles](#)

[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)

2. Tell Us About Your Baby/Child

Name:

Birthdate:

Gender:

3. Subscribe

See payment method and subscription details below.



Congratulations!

Your Honest Toys Bundle is on its way! An email confirmation will be sent to you shortly.

Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

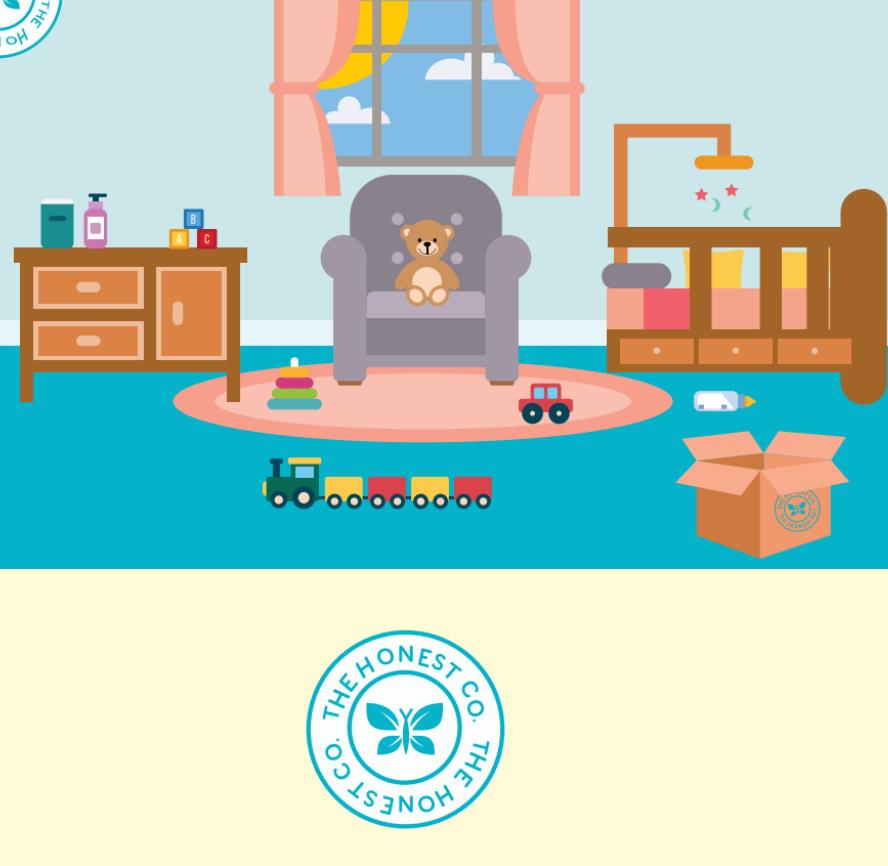
[My Bundles](#)
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

Get To Know Us





Get \$30 off of our newest bundle:

Honest Toys

+ free shipping when you order now!

Honest Toys are organic, eco-friendly, made from natural materials, and never contain toxic

chemicals

[Get Started](#)



ANNOTATIONS:

- \$30 off offer appears over landing page and user clicks on "Get Started" to reveal baby bedroom.

1.



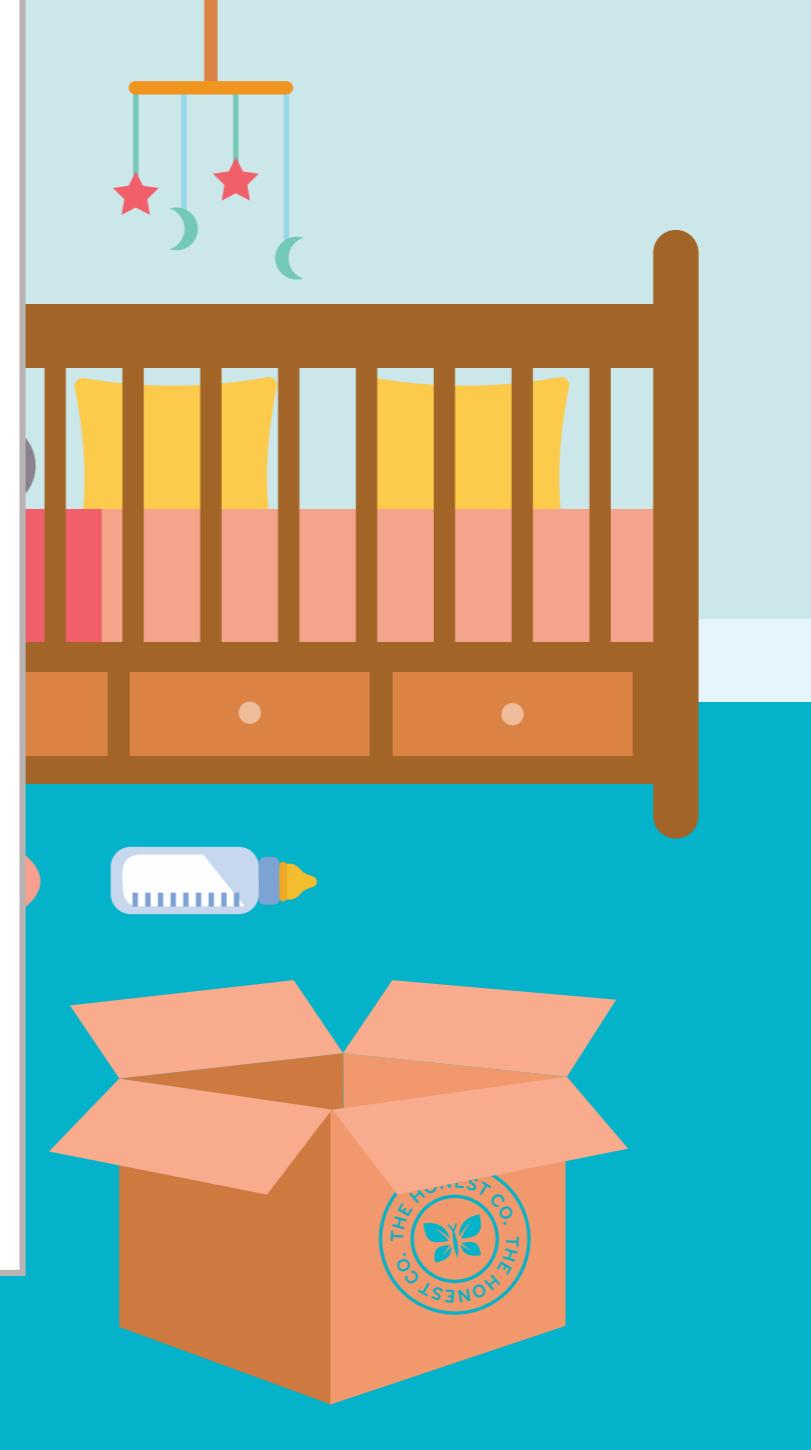
Get \$30 off of our newest bundle:

Honest Toys

+ free shipping when you order now!

Honest Toys are organic, eco-friendly, made from natural materials, and never contain toxic chemicals!

[Get Started](#)





Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)



2. Tell Us About Your Baby/Child

Name:

Birthdate: mont year

Gender:

3. Subscribe

Select your payment method and subscribe for quarterly deliveries right to your front door!

[Get Bundle](#)



4. Enjoy For Years To Come

Receive quality eco-friendly & organic toys curated to enhance learning through play!



Help

FAQ
Contact Us
Retail Locator

Account

My Bundles
Order History

Company

Our Story
Our Principles
Honestly Free Guarantee
Social Responsibility

Get To Know Us



ANNOTATIONS:

2. After user clicks "Get Started" all of the toys in the bedroom briefly glow yellow so user becomes aware of them and where they located.

3. A dialog box pops up saying "First Time Here?" with information regarding the offer and instructions on what to do next: drag & drop three toys of user's choice into the box.

4. When user hovers over a toy, a text box pops up instructing the user to drag & drop the toy into the Honest box.

5. When user hovers over the Honest box or drags a toy over the box, the box grows by 10% and the inside glows yellow.



Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

[Get Bundle](#)

Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

[Infant](#)

[Toddler](#)

[Preschool](#)

2. Tell Us About Your Baby/Child

Name:

Birthdate: mont year

Gender:

3. Subscribe

Select your payment method and subscribe for quarterly deliveries right to your front door!

[Get Bundle](#)

4. Enjoy For Years To Come

Receive quality eco-friendly & organic toys curated to enhance learning through play!

Help

[FAQ](#)
[Contact Us](#)
[Retail Locator](#)

Account

[My Bundles](#)
[Order History](#)

Company

[Our Story](#)
[Our Principles](#)
[Honestly Free Guarantee](#)
[Social Responsibility](#)

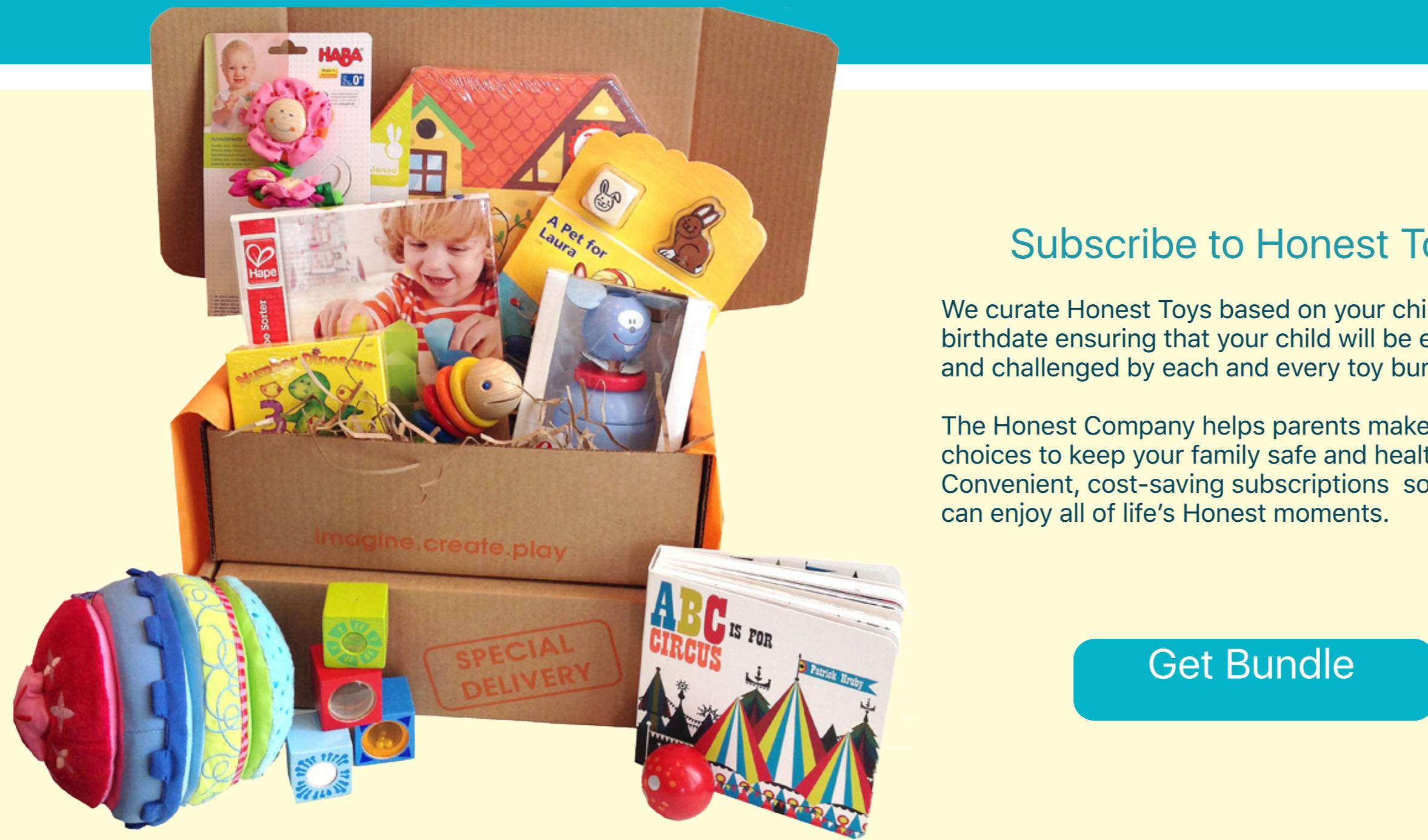
Get To Know Us





6. When user drags & drops a toy into the Honest box, the box grows by 10% and glows when the toy is dropped into the box.

7. When user drops the toy into the Honest box, a window pops up showcasing a photo of the actual product along with a product description.



Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

Infant

Toddler

Preschool

2. Tell Us About Your Baby/Child

Name:

Birthdate: mont year

Gender:

3. Subscribe

Select your payment method and subscribe for quarterly deliveries right to your front door!

Get Bundle

4. Enjoy For Years To Come

Receive quality eco-friendly & organic toys curated to enhance learning through play!



Help

FAQ
Contact Us
Retail Locator

Account

My Bundles
Order History

Company

Our Story
Our Principles
Honestly Free Guarantee
Social Responsibility

Get To Know Us





8. Honest

ANNOTATIONS:

8. When user hovers over the hamburger menu, it animates to say "Honest," indicating the user to click on it to go to Honest Company's homepage.



Subscribe to Honest Toys!

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

9. Get Bundle



Save on Honest Toys Bundle today! It's easy!

1. Choose Your Special Delivery

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

11. Infant

Toddler

Preschool

10.

2. Tell Us About Your Baby/Child

Name: Asmi Pathak

Birthdate: 03 2017

Gender: Female

3. Subscribe

Select your payment method and subscribe for quarterly deliveries right to your front door!

12. Get Bundle

4. Enjoy For Years To Come

Receive quality eco-friendly & organic toys curated to enhance learning through play!

10. This section uses parallax scrolling where the page's hilly background moves at a slower rate to the train foreground, creating a 3D effect as the user scrolls down. The train appears as it is getting closer as the user scrolls down.

11. User can designate which delivery program they want as well as the baby's name, birthdate, and gender as they scroll down.

12. "Get Bundle" button changes color when clicked.

Help

FAQ
Contact Us
Retail Locator

Account

My Bundles
Order History

Company

Our Story
Our Principles
Honestly Free Guarantee
Social Responsibility

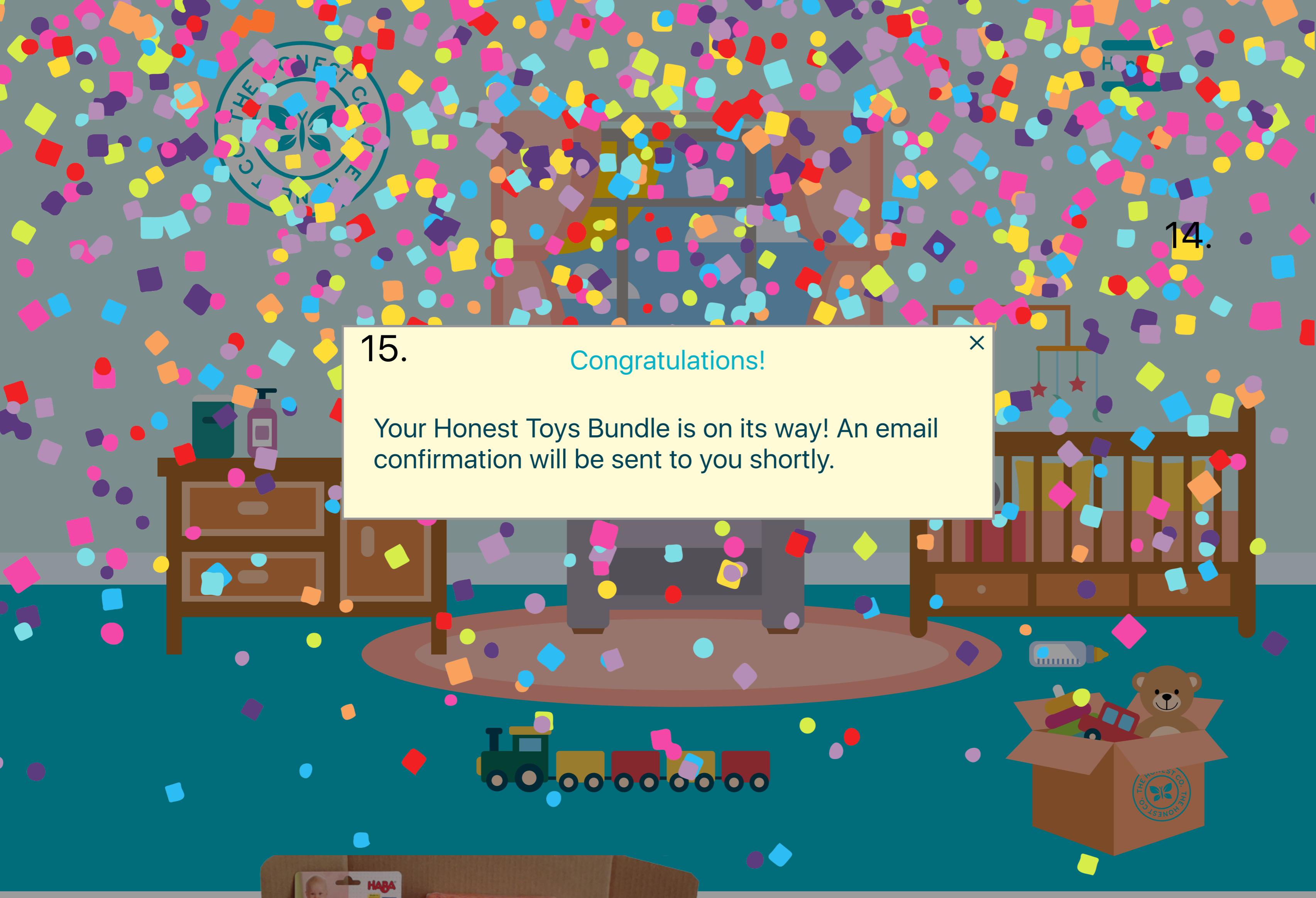
Get To Know Us



ANNOTATIONS:

14. When user clicks "Submit" button on lead form, an animated confetti effect falls from the top of the webpage.

15. A "Congratulations" text box pops up confirming the end of the subscription process and letting the user know they will receive an email confirmation.

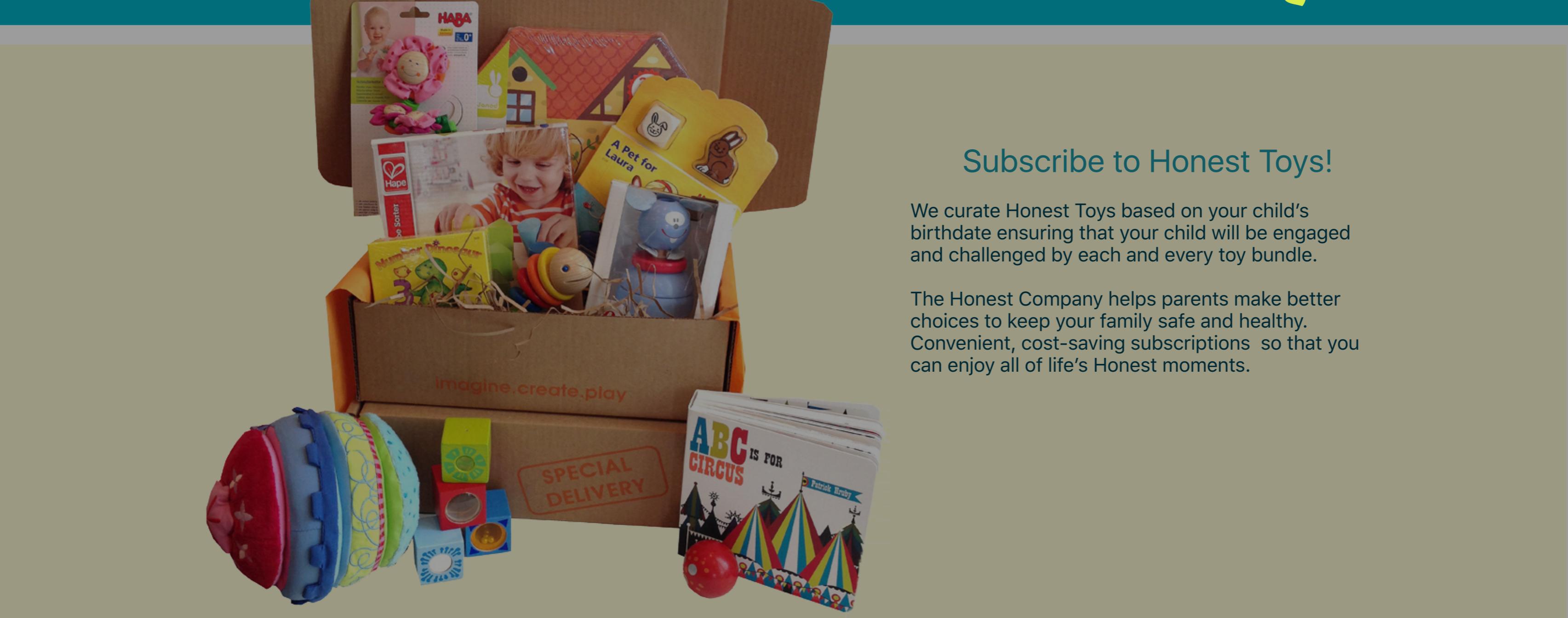


15.

Congratulations!

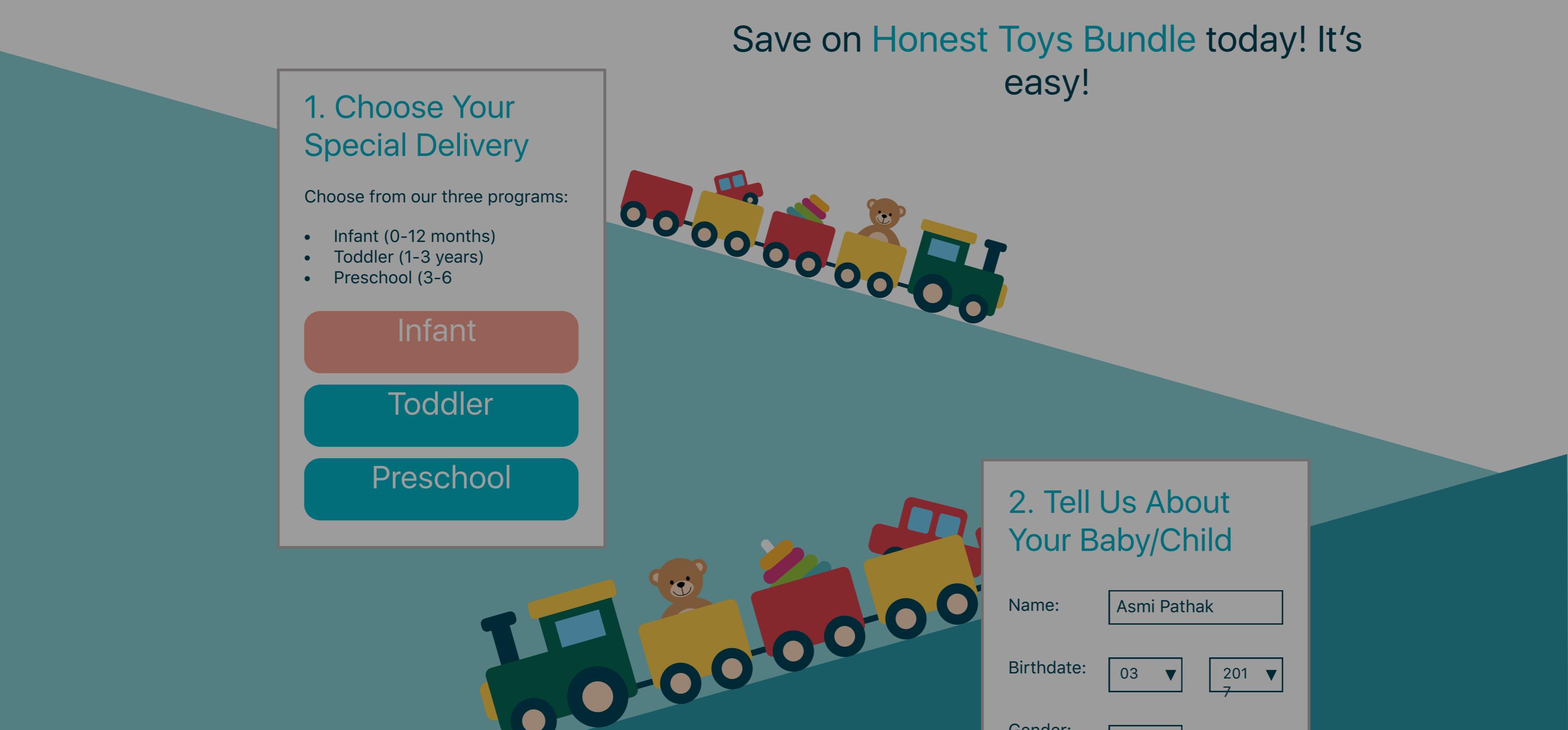
Your Honest Toys Bundle is on its way! An email confirmation will be sent to you shortly.

14.

**Subscribe to Honest Toys!**

We curate Honest Toys based on your child's birthdate ensuring that your child will be engaged and challenged by each and every toy bundle.

The Honest Company helps parents make better choices to keep your family safe and healthy. Convenient, cost-saving subscriptions so that you can enjoy all of life's Honest moments.

**Save on Honest Toys Bundle today! It's easy!****1. Choose Your Special Delivery**

Choose from our three programs:

- Infant (0-12 months)
- Toddler (1-3 years)
- Preschool (3-6)

Infant**Toddler****Preschool****2. Tell Us About Your Baby/Child**

Name:

Birthdate:

Gender:

13. Payment Details

Cardholder name:
Card number:
Expiration: CSC:

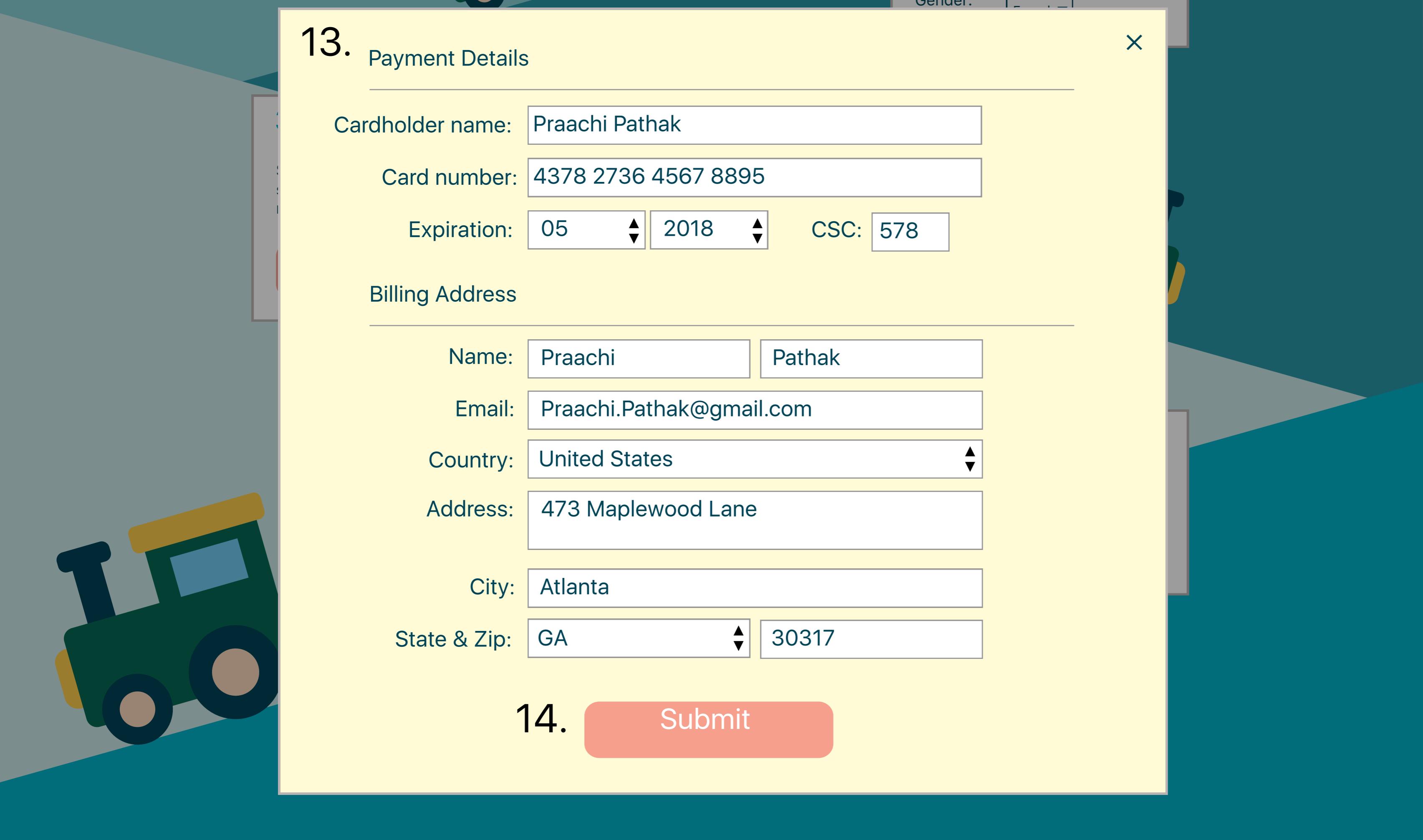
Billing Address

Name:
Email:
Country:
Address:
City:
State & Zip:

14. Submit

13. When user clicks on "Get Bundle" button, a pop up lead form appears for the user to complete their payment/shipping information.

14. "Submit" button changes colors when clicked.

**Help**

FAQ
Contact Us
Retail Locator

Account

My Bundles
Order History

Company

Our Story
Our Principles
Honestly Free Guarantee
Social Responsibility

Get To Know Us