



UPANAWAY, LLC DBA Blooming Bath
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Introducing Blooming Bath!

The incredibly unique Blooming Bath baby bath was launched in late 2011 by parent company UPANAWAY, LLC, headquartered in San Diego, CA. The adorable bath accessory was designed by 4 dads from Southern California in search of a better way to bathe their squirmy, slippery babies. These entrepreneurs are determined to develop great baby care products that bring fun and joy (smiles) to families.

Handmade from incredibly soft, cuddly materials the Blooming Bath is made from natural antimicrobial materials. The flower-shaped bath pillow conforms to the shape of any sink — and keeps those little wiggle worms right where they belong. When finished bathing, gently squeeze out the excess water and throw it in the dryer for 10 minutes. Or, just use the hangtag on the back — the Blooming Bath is designed to be fun, easy and convenient and to make bath time enjoyable again! Once the infant "graduates" from the sink, the Blooming Bath can also be used in the big bathtub as a bath pillow.

In the summer of 2012, Blooming Bath opened its sales channels to worldwide distributors and wholesalers, including the top US baby chain buybuyBABY and Target.com. With now more than 300 worldwide retailers, Blooming Bath has blossomed into a favorite baby product among new parents, grandparents and gift-givers. Myregistry.com President predicted "The Blooming Bath among trendiest baby-registry items in 2013."

The Blooming Bath is available in 4 charming colors – Canary Yellow, Turquoise, Hot Pink and Ivory. Additional colors are being planned for winter 2013.

For more information, please contact Blooming Bath Marketing Manager Deia Mavromatis at (888) 551.1250, (619) 817.9977 (mobile).

