



Product Training

Why Blooming Bath?

EDUCATING 1st and 2nd TIME MOMS!

- Ergonomics and safety are often challenged with Bath tub bathing – Hard on the knees!
- Positioning can be dangerous / “need two hands!”
- Reaching over the tub or into the sink causes strain
- Most surfaces are hard, uncomfortable for the baby
- Clean up and preparation is time consuming
- It “just isn’t fun” as baby bath time should be!

**PERFECT FOR NEW MOMS AND FOR
GIFT REGISTRY SHOPPERS!!**





Important benefits to share with customers!

- Product is designed to sit in a sink, tub or basin. Adjust Petals to position baby safely
- Soft, comfortable plush fabric makes baby feel great while sitting, covers hard surfaces
- Naturally antimicrobial foam interior and fabrics – no chemicals
- Baby is above the water, not sitting in it, quick rinse and drain
- Mom is standing and can position baby safely
- It is machine washable and can be dried in the dryer, gentle cycle. It can be rinsed/hung to dry as well!
- Once baby outgrows sink, utilize it as a cushion in the bathtub!
- It can be used as a play-mat as well!





Who should you show Blooming Baths to?

- Any mom looking to establish a registry program – ideal gift and bath time product! CST's please train the registry shopper team!
- First time mom's looking for guidance for a safe and fun bath time experience!
- All Mom's who want a better solution than kneeling on the floor by the tub! 2nd and 3rd time Moms!
- Caretaker's who will be babysitting, caring or supporting bath time with baby!
- Great gift item from anyone looking for a unique gift for the baby!



- Parent Tested and Parent Approved (PTPA Media)
- Fabrics tested per ASTM F963 and CPSC (for lead and phthalates) ideal for children's use.

Questions? Contact Dave Hillman at 774-275-0051 or davidh@bloomingbath.com



Cross Merchandise with Bath Accessories!

Consider placing one unit on “display” to gain consumer attention!

If you would like a DVD video to play in your stores on the product please contact me at the # or email below!



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Store Q and A!

Where can the Blooming Bath be used? 3 answers

- Any size sink, simply shape to the sink
- Tub or basin, simply place as cushion
- Floor or outside as a play mat

How do you care for the Blooming Bath? 3 answers

- Rinse, wring out and hang dry
- Rinse, wring out and machine dry
- Rinse, wring out and machine wash/dry

Provide 5 reasons why the BB is great for bath time!

- No more kneeling/bending over the tub!
- Two hands free while standing at sink!
- Baby is comfortable, above water not in it!
- BB fits all sinks – just fold the pedals!
- Adaptable for tubs/basins as well as sinks!
- Quick clean up! Machine or hang dry!
- Makes bath time fun, not a chore!

