



Wholesale Welcome Kit - June 2012







Welcome to the  
Blossoming Bath Family.







## Introduction

- Upanaway, LLC was founded in 2011 by 4 California based entrepreneurs looking for a way to make bath time fun for their kids!
- Corporate offices and warehouse in Vista, CA
- Full retail support team of marketing, sales and customer care
- Mission: Provide full line of differentiated baby care products which will encourage positive family relationships
- Positioned for growth within select retail, catalog and etail markets
- Manufacturing in both Mexico and Asia
- Patent and Patent Pending on all products







## Why Blooming Bath?

- Bath time for infants has long been a chore
- Ergonomics and Safety are often challenged
- 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!







## A few things...

- Product is designed to sit in a sink, tub or basin
- Soft, comfortable plush fabric makes baby feel great while sitting
- Naturally antimicrobial foam interior and fabrics – no chemicals
- Baby is above the water, not sitting in it, quick rinse and drain
- Covers hard surfaces for comfortable positioning
- Simple set up in any sink, no mess clean up
- Hanging tag for air drying or place in dryer to dry







## Important Details...

- Product reviewed and approved of by all the Major Mom Blogs
- Parent Tested and Parent Approved (PTPA Media)
- Fabrics tested per ASTM F963 and CPSC (for lead and phthalates) ideal for children's use. Produced and tested by Starbucks approved vendor.
- Patents and Patent Pending based on product design and engineering to ensure quality and branding identity for retailer partners
- Packaging language: English/Spanish
- Each Package includes 1 Blooming Baby Bath and bathing instructions

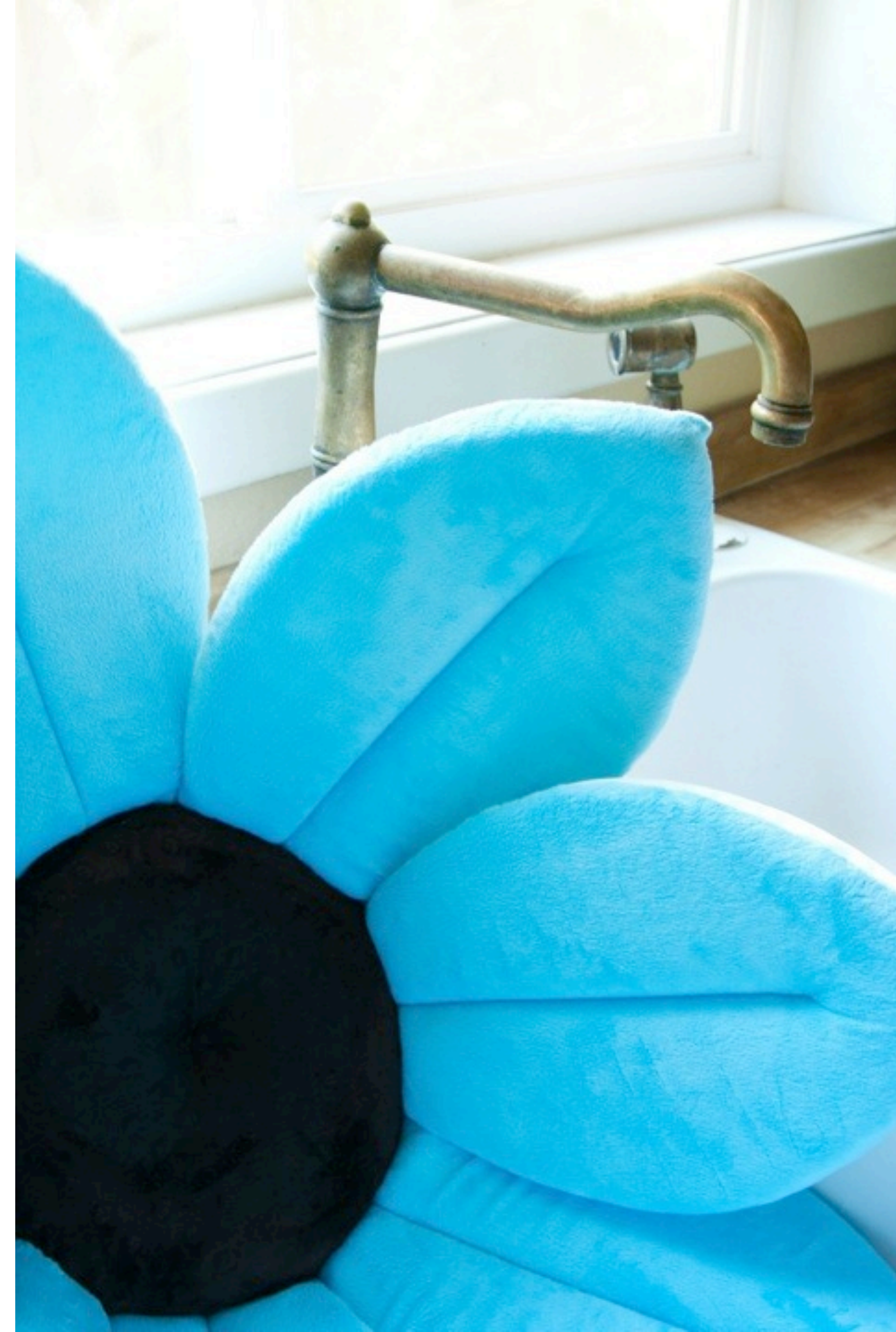






## Parents love Blooming Bath

- “You no longer have to lean, bend, sit or squat to bathe your child!”
- “I have used it in our kitchen sink, which I love because I am standing up and it is easier on my back.”
- “It is the perfect solution for squirmy babies and sink baths.”
- “This is the perfect baby shower gift for the mom who has everything.”
- “Love this new way to bathe your babe!”







## Trade loves Blooming Bath

- Innovation allows for incremental sales and GM dollars in category
- Ideal for either gift or baby care departments
- Cross merchandising with car seats, strollers, night time clothing
- Packaging is simple and eye catching – It will be noticed in POG's
- SEO, SEM & SMM (Pinterest & Facebook) has a strong parent following
- Favorable reviews from many media publications and Mommy Blogs







## Trade loves Blooming Bath

- Since the products initial launch in October of 2011, Blooming Bath has received thousands of positive reviews by consumers, trade and media publications
- More than 4 million people have been exposed to Blooming Bath via the web or media reviews
- Blooming Bath search analytics indicate 640 % growth in web search requests in the past 5 months
- Direct to consumer sales have experienced 20%+ sales growth each month since launch, with sales now reaching all 50 states in the USA



**UpanAway LLC**  
Blooming Bath

**PTPA MEDIA AWARD WINNER**



This certificate recognizes that the recipient  
has been awarded the PTPA Seal of Approval

The *seal of approval* families trust.  
The endorsement *companies seek.*





## Product Details

3 skus available:

Blooming Bath Pink #004021

Item UPC: 8-51238-00402-1

Blooming Bath Blue #004038

Item UPC: 8-51238-00403-8

Blooming Bath Yellow #004014

Item UPC: 8-51238-00401-4

List Price: \$49.99 each

MAP Price: \$39.99 each

Wholesale Price: \$20.00 each

FOB Vista, CA / Net 30 Days with approved credit

Case Pack: 4 per case

Packaging: Vinyl Zippered Storage Bag

Package Size: 18" Wide X 15" Tall X 4" Deep







## New Dealer Offers

Special Offer to All New Dealers:

For orders placed no later than 6/30/2012

Minimum Order:

1 Case or 4 Each Blooming Bath.

Mixed Colors are not available.

Free Display Unit:

Order 3 cases get one Blooming Bath FREE for Display Use!

Limit 3 free display units.

5% Discount with Credit Card Purchase!

Visa, Master Card only – No AMEX







## Packaging



Packaging is a vinyl zippered bag, ideal for storage and travel. Product will sit upright on shelving.

18" Wide by 15" Tall by 4" Deep





Please contact us with questions about your  
first order!

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