

Blooming Bath for babies

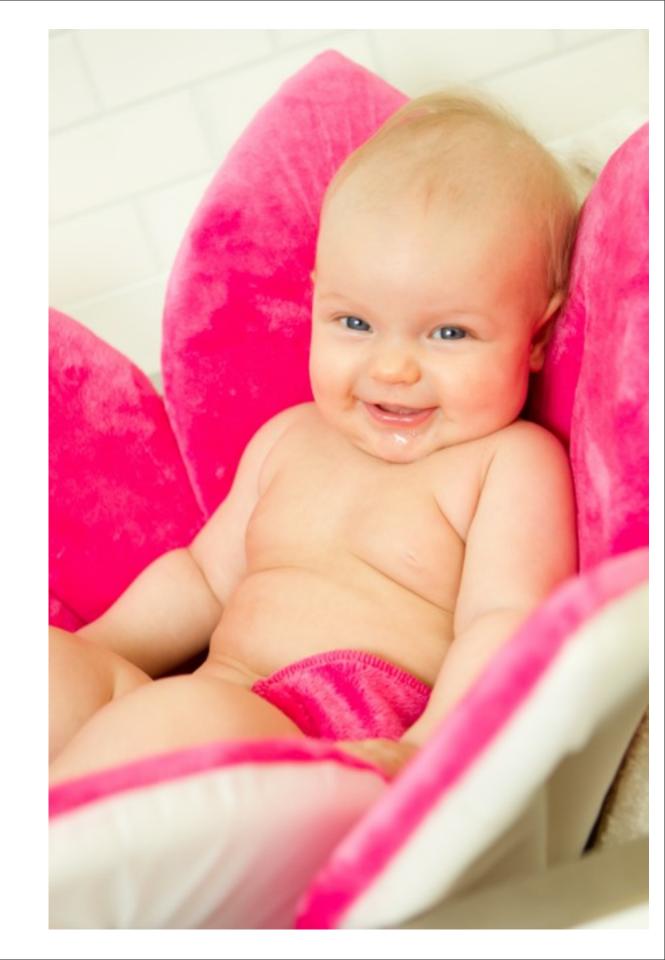






Introduction

- 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 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
- · Use drain plug to pool water, or let water flow through
- Covers hard surfaces for comfortable positioning
- · Simple set up in any sink, no mess clean up
- · Hanging tag for air drying or place into washer / dryer

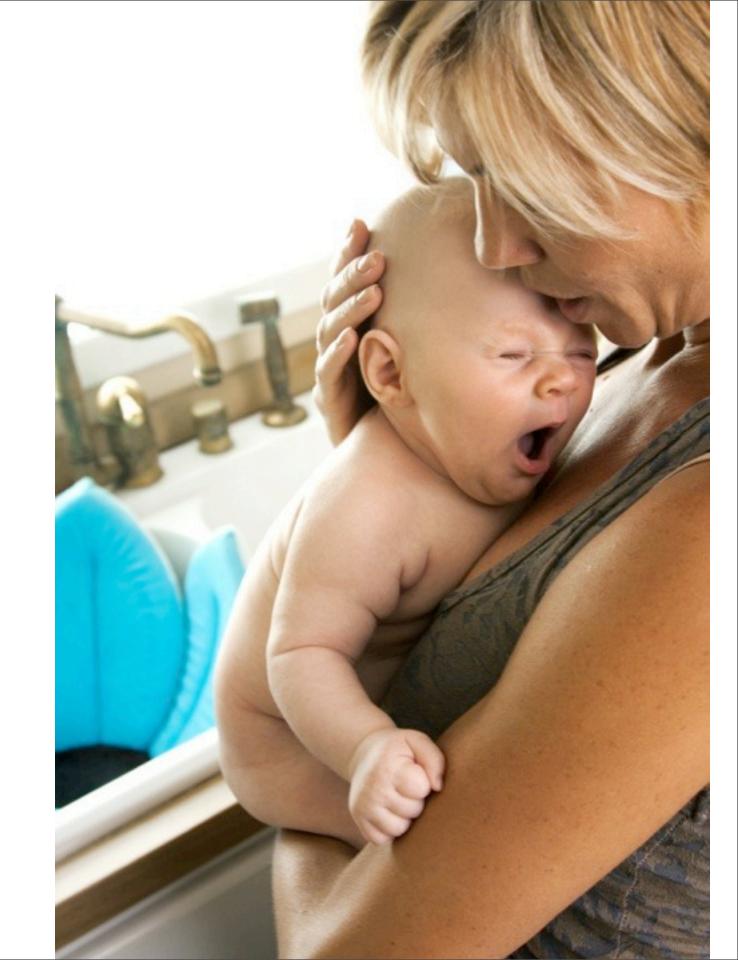






Important Details...

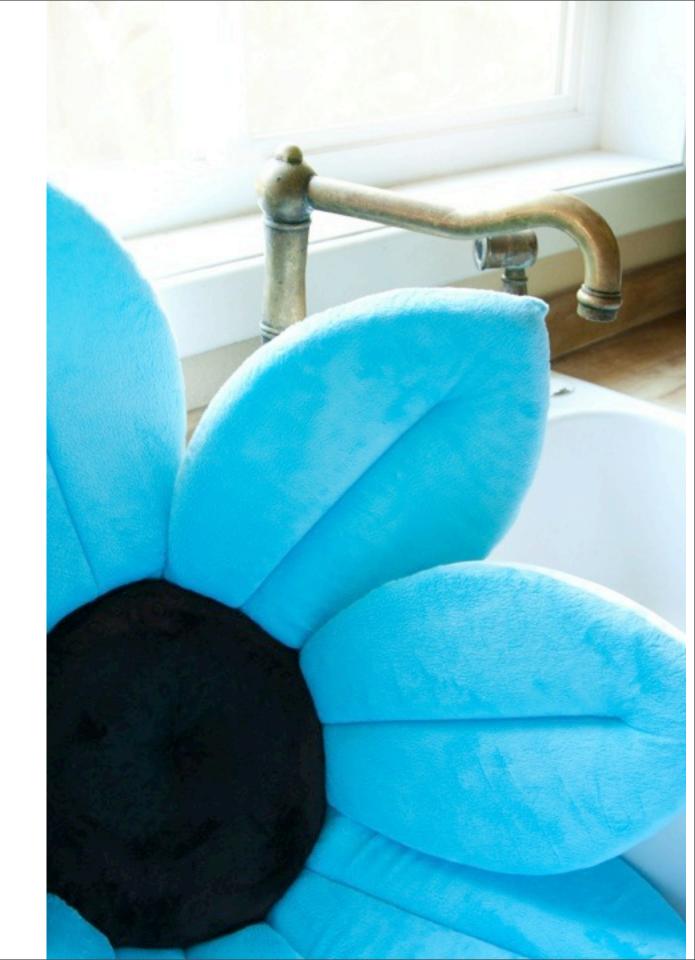
- Parent Tested and Parent Approved (PTPA Media)
- SheKnows.com Parenting Award "Best Baby Bath" voted on by over 50k parents!
- Fabrics tested per ASTM F963 and CPSC (for lead and phthalates) ideal for children's use. Produced and tested by Starbucks approved vendor.
- Patents and Patent Pending based on product design and engineering to ensure quality and branding identity for retailer partners
- Packaging language: English/Spanish
- Each Package includes I 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





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 7 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 and 20+ international countries.



Blooming Bath





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

4 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

Blooming Bath Ivory #004076 Item UPC: 8-51238-00407-6 List Price: \$4

\$49.99 each

MAP Price:

\$39.99 each

Wholesale Price:

\$20.00 each

FOB Vista, CA / Payment by CC or Paypal

Case Pack: 4 per case

Packaging: Vinyl Zippered Storage Bag

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







Wholesale Terms

FOB Vista, CA / Or Fedex Ground on your account #

Packaging: Vinyl Zippered Storage Bag with convenient handle pegging in store and carrying!

Minimum Order:

1 Case or 4 Each Blooming Bath Mixed Colors are not available

Dealer Requirements:

Must stock inventory, no drop-ships

Agree and sign terms and conditions document

Provide copy of Sales Tax ID

No sales via 3rd party internet sites (Amazon, Ebay, etc)







Packaging





Packaging is a vinyl zippered bag, ideal for storage and travel. Product will sit upright on shelving. 15" wide, 18" high, 4" deep



Please contact us with questions!

David Hillman
Director of US Sales

davidh@bloomingbath.com
(774) 275-0051 Cell
(760) 659-5590 Office and Fax

Headquarters: (888) 551-1250 support@bloomingbath.com

