



Merchandising and Promotion Ideas!





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
- Mom is standing and can position baby safely
- Machine washable and dryer safe on gentle cycle. It can be rinsed/hung to dry as well!
- Once baby outgrows sink, utilize it as a cushion in the bathtub. Blooming Bath grows with baby!
- It can be used as a play-mat as well.





Talk to your customers about
Baby Bath Time!

- Ergonomics and safety are often challenged with Bath tub bathing - Hard on the knees and back!
- 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,
GRANDPARENTS AND GIFT
REGISTRY SHOPPERS!!





Social Media & Website advertising!

- Go to our Media Center and download images to your Facebook, Twitter, Instagram, Tumblr, etc.

www.bloomingbath.com/media-center

Share photos from the Blooming Bath Facebook page to your own fans! "Blooming Bath is in stock now!"

- Consider creating a contests for your customers to send in photos of the Blooming Bath in use on your Facebook page
- If you have a web store, go to Youtube and download our company video to place on your site! Here is the link:

[http://www.youtube.com/embed/2hjCRVQfwDA?
autoplay=1](http://www.youtube.com/embed/2hjCRVQfwDA?autoplay=1)





Display a Blooming Bath to get your customers attention!

- By taking a Blooming Bath out of the package and displaying the product, your customers will see it instantly and want to touch it, feel it and “talk about it”!
- If you have a laundry basket or even a large pail, consider placing the Blooming Bath inside and adding a doll or baby toy to show how it is used!
- You can always “repack” the display and sell it as you run out of inventory!





Cross Merchandise with Bath Accessories!

- Cross merchandise the Blooming Bath with other bathtime products to build a complete gift basket set!

Soaps, shampoos, bath toys, washcloths, hooded towels, hair brushes or combs, etc.

- Set up a display in store along with a gift bag so they can mix and match to ring up a great sale on products your customers definitely will enjoy using!





Product Details

Blooming Bath Pink #004021
Item UPC: 8-51238-00402-1

Blooming Bath Turquoise (Blue) #004038
Item UPC: 8-51238-00403-8

Blooming Bath Canary (Yellow) #004014
Item UPC: 8-51238-00401-4

Blooming Bath Ivory #004076
Item UPC: 8-51238-00407-6

Questions? Contact Dave Hillman at
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