



Welcome to the  
Blooming 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 e-tail markets
- Manufacturing in Asia
- Patent and Patent Pending on all products





## Why Blooming Bath?

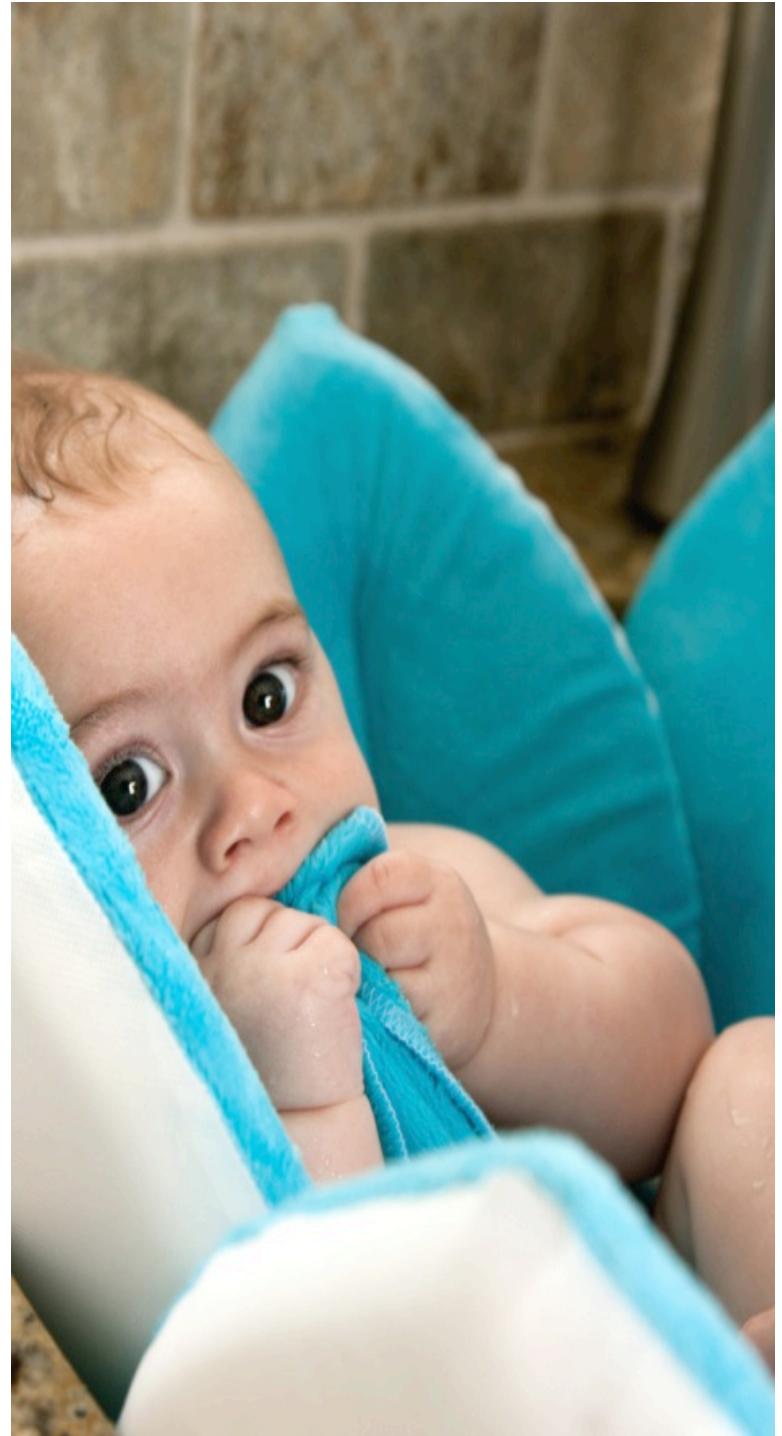
- Bath time for infants has long been a chore
- Ergonomics and Safety are often challenged
- Positioning can be dangerous / “need two hands!”
- Reaching over the tub or into the sink causes strain
- Most surfaces are hard, uncomfortable for the baby
- Clean up and preparation is time consuming
- It “just isn’t fun” as baby bath time should be!





## A few things...

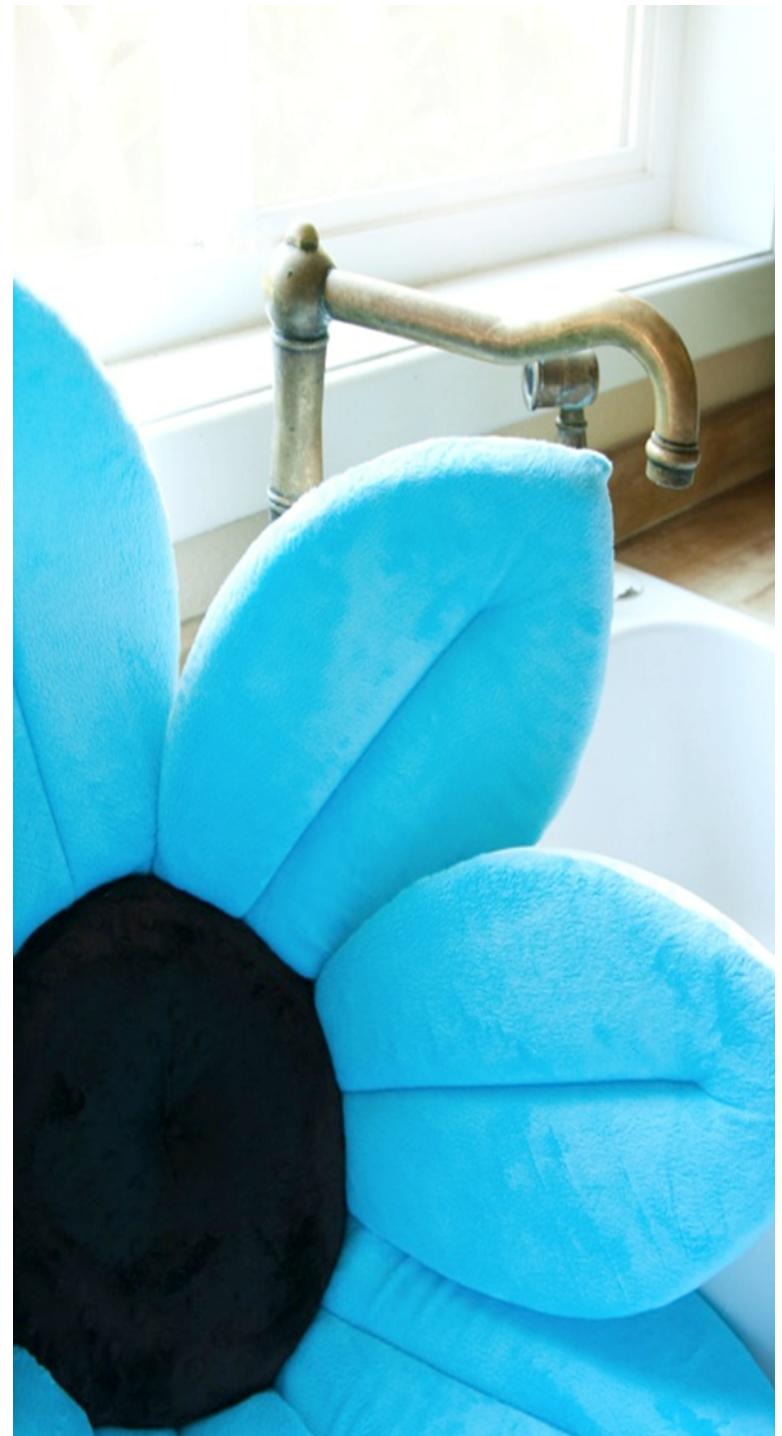
- Product is designed to sit in a sink, tub or basin
- Soft, comfortable plush fabric makes baby feel great while sitting
- Naturally antimicrobial foam interior and fabrics – no chemicals
- Baby is cradled and supported
- Covers hard surfaces for comfortable positioning
- Simple set up in any sink, no mess clean up
- Hanging tag for air drying or place in dryer to dry





## Important Details...

- SheKnows.com Parenting Award – “Best Baby Bath” – voted on by over 50k parents!
- Parent Tested and Parent Approved Seal (PTPA Media)
- Favorite product with 100+ mommy blogs
- 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





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!”



*"Love this new way to bathe your babe!"*

*"This would make such a great baby shower gift (it packs up itty bitt), I can't wait to pick one up for my next shower."*



## The Trade loves Blooming Bath!

- Innovation allows for incremental sales and GM dollars in category
- Ideal for gift registry or baby care departments
- Cross merchandising with towels, washcloths, skincare, 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



## PREGNANCY &newborn

*"The Blooming Bath is so easy to use—when bath time is over, you just wring it out and hang it up with the loop on the backside, or throw it in the dryer for 10 minutes!"*

*"It would make a perfect shower gift too!"*



## The 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 many international countries.

### What Parents Are Saying



"We absolutely love the Blooming Bath! Not only is it ridiculously cute to see our daughter sitting in a giant flower for bath time..." [Read More](#)

**Parent Test Parent Approved**



## Product Details

### Blooming Bath Pink #004021

Item UPC: 8-51238-00402-1

\$20.00 per unit wholesale, \$80.00 per case



### Blooming Bath Blue #004038

Item UPC: 8-51238-00403-8

\$20.00 per unit wholesale, \$80.00 per case



### Blooming Bath Yellow #004014

Item UPC: 8-51238-00401-4

\$20.00 per unit wholesale, \$80.00 per case



### Blooming Bath Ivory #004076 (Limited supply)

Item UPC: 8-51238-00407-6

\$17.00 per unit wholesale, \$68.00 per case

List Price: \$49.99 each  
MAP Price: \$39.99 each

We accept all major credit cards as payment



## Wholesale Terms

FOB Vista, CA / We will ship on your account # if you would like or we can ship FedEx Ground service

Case Pack: 4 per case (solid color only)

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 be a stocking dealer

Agree and sign terms and conditions document

Must complete reseller application

Provide copy of Sales Tax ID

No 3<sup>rd</sup> party internet selling permitted

MAP is established as \$39.99





## Packaging



Packaging is a vinyl zippered bag, ideal for storage and travel.  
 Product will sit upright on shelving. Handle can be used to peg in store.  
 15" Wide by 18" Tall by 4" Deep



Please contact us with questions!

Dave Hillman  
USA Director of Sales  
774-275-0051  
[davidh@bloomingbath.com](mailto:davidh@bloomingbath.com)

