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Spa Time Baby® Cape & Massage Products Now Available to Retailers & Specialty Boutiques in Time for 2009 Holiday Season

Waterproof Cape Keeps Mom Dry and Avoids Slippery Baby Syndrome

Port Richey, FL – May 11, 2009 – Spa Time Baby® announces its line of bathing products for infants is now available to retailers and online boutiques. The product line includes Spa Time Baby bathing capes, mats, caps and cloths, as well as spa and massage products and gift sets. Retailer pricing breaks are approximately 40 percent off the MSRP.



Spa Time Baby's original Cape is a unique, cape style towel that slips over the parent's head, allowing them to safely, securely and promptly lift their baby from the bath and immediately wrap them in the warmth of their arms. This immediate comfort removes the stress created by the baby moving from a warm environment to the cold air. The exclusive built-in waterproof panel keeps the user dry so they can focus on enjoying this nurturing time with their baby rather than fumbling for a towel.

In addition to the Cape, Spa Time Baby now manufacturers a Mat, Cap and Cloth. These bathing accessories can be complimented by Spa Time Baby's full line of massage products for infants including natural shea butter, natural baby massage oil, natural soaps, and gift package assortments.



Invented by moms, for moms, the Spa Time Baby Cape removes the struggle of bath time and makes it a pampering experience for both parent and child. Mom's or dad's body heat pre-warms the cape so it keeps the baby warm after removing them from the bath. The patented Spa Time Baby Cape is a safe and convenient accessory for drying a baby and while holding them post-bath. The Cape has an MSRP of \$38.95 with a \$10 monogram option.

Spa Time Baby's wholesome skincare line includes a full line of all-natural spa-experience products that help caregivers create a nurturing experience. Its baby skin care products contain organic herbs and oils that safely soften and soothe. They do not contain any synthetic preservatives, parabens or allergy-causing, synthetic fragrance oils.



- 100 percent natural, safe ingredients
- No parabens, phthalates, or petrochemicals
- Extremely moisturizing, soothing botanical oils
- Organically-grown, skin healing herbs
- Our products are never tested on animals
- Environmentally friendly

"The Spa Time Baby Cape was created out of true mom inspiration. Looking for a safe, cozy, and convenient way to bathe and dry my baby, the cape was born. I disliked the struggle of tucking a towel under my chin, while attempting to remove my slippery baby from the bath, which would make her cry," commented Debra Medina, co-founder, Spa Time Baby. "I wanted a towel that *added* to the spa time experience I was having with my baby, not one that took away from the enjoyment. And with the help and encouragement from co-founder, Leslie Barile, Spa Time Baby was born and now our retailers have come to rely on the Spa Time Baby brand as the perfect shower gift for new moms."

About Spa Time Baby®

Debra Medina and Leslie Barile have spent the last 20 years dedicated to making a difference in the lives of children through their work in the public school system. They have built Spa Time Baby with the intention of reaching out to support children across the globe by consistently donating a portion of their products and proceeds to organizations dedicated to babies and children.

For Medina and Barile, it has always been about creating a nurturing, peaceful and calming environment for their babies and the students. As moms, they wanted to nurture and pamper their babies with spa inspired products and soon realized these spa products and services for babies and toddlers were hard to find. As a result, Spa Time Baby was created in order to bring these types of products to moms everywhere. Since the launch of the Cape, Spa Time Baby has expanded its products offerings to include the Mats, Cloths, Caps, massage products for babies and much more. For more information about Spa Time Baby, visit www.spatimebaby.com.