



Special to ABC Retailer Expo
Las Vegas Convention Center: September 13-16, 2009
Booth #5328

The Original TummyTub® Now Available to Retailers in the U.S.

TummyTub Makes a Splash at ABC Retailer Expo with Expanded Retail Availability

Special to ABC Kids Expo – Las Vegas – September 13, 2009 – TummyTub USA announces it is now seeking to expand its retailer and reseller channel during the ABC Retailer Expo with its award-winning and internationally recognized bathing product, the TummyTub®.



Nearly As Nice As Mommy's Tummy
The Original Tummy Tub

Nature is indisputably responsible for the best innovations in baby care. However, with the introduction of the Original TummyTub®, infant bathing has entered a new dimension because babies are able to relive the security of the womb by adopting the familiar and reassuring fetal position during their bath. Infants feel more comfortable and enjoy their bath time, just like their parents.

Wholesale pricing is available and lots may be purchased in a variety of color combinations. The TummyTub has a suggested retail price of \$45-\$47 each (depending on color) and its attachable stool has a suggested retail price of \$55. Minimum orders are 20 for the TummyTubs and six for the stools or new retailers can choose a Starter Package that includes six tubs and two stools for only \$200.

For more than 15 years the TummyTub has reminded many newborns of the time they spent in the womb.

TummyTub remains to be the ultimate standard in baby bathing, as confirmed by Sharon Trotter, the UK's leading midwife and best-selling author. Sharon's publication, TIPS, awarded the original TummyTub the "[Best of the Best](#)", as the most outstanding baby bathtub available.

"We have seen a mounting surge in demand for TummyTubs as word of mouth continues to spread about the enjoyment and benefits parents are experiencing during bath time," Lauren Schnell Davison, Founder and Creator of OrganicGreenMommy, Inc. commented. "From a retailer perspective, this product is a must-have for your store as demand increases from first-time moms, gift buyers, and repeat customers."

Parent testers unanimously praised the innovative European baby bath and awarded the TummyTub as the Best of the Best for ergonomic baths. Their babies just loved the experience of being securely cocooned in warm water. The Testers especially mentioned the feeling of safety, the ease of use, and the relaxing effect on the baby.

"I have been using the TummyTub for the past 15 months with my son and could never imagine returning to the traditional type of baby bath tub," says Janis McKellar, founder of TummyTub USA. "We introduced the TummyTub on the [NBC Today Show](#) on May 1st, and the incredibly high demand since has shown us that the American public has been in need of a better way to bathe babies!" A panel of babies using the TummyTub also was featured on [Fox & Friends Morning Show](#) the following week.

About TummyTub®

Created in the Netherlands, the TummyTub® has been endorsed by maternity hospitals, physicians, midwives and child care workers all over the world. All TummyTub® products are carefully designed and produced in Europe and tailor-made to the needs of the baby. The TummyTub® was awarded the European TÜV safety certificate and has passed the most stringent safety tests in Australia, France, Germany, the UK, USA and Canada. For more information please visit www.tummytubusa.com or call 866-416-5844.

About TIPS Awards

The TIPS Awards are based on the results of thorough testing by a panel of nursing mothers supported by Sharon Trotter. Only products that meet TIPS stringent criteria will be tested through the Award Scheme. The TIPS Awards are recognized as the golden standard for all product testing in the baby and toddler market sector.

###

Media Contact:

Janis McKellar
sales@TummyTubusa.com
1-866-416-5844
www.tummytubusa.com

