

Do It All Mamas (& Papas): Meet the mom behind Snazzy Baby

In today's **Do It All Mamas (& Papas)** the spotlight is on Cyndy Mundy, mom to 10 year old Lucas and founder of [Snazzy Baby](#).

Examiner: Tell me something unique/interesting about yourself.

Cyndy: Long before Snazzy Baby was born I was a Registered Nurse who moved into Sales and Marketing in the Pharmaceutical Industry. Health and Safety and Preventive Health Care were always my great loves so it never surprised my family and friends when Snazzy Baby evolved because safety for babies and especially my own was of utmost concern.

Examiner: What is your business all about?

Cyndy: Snazzy Baby is committed to developing and sourcing products designed to safely protect precious babies. We love products which simplify everyday life and allow parents to enjoy every minute of their lives with their baby, doing the things they want to do while ensuring their baby is protected when using our products.



Cyndy and Lucas (with their Labradoodle Mia)

Snazzy Baby's product range is aimed at today's parents - we solve a problem, meet their needs and make their lives easier so they have time to enjoy their baby. Our three major Snazzy Baby products - Snazzy Baby Knee Pads, My Baby's Own Deluxe Travel Chair and Mom's Deluxe 3 in 1 Plus Combo Carrier are all iParenting Media Award Winners. You can check the Snazzy Baby products and where to buy at www.snazzybaby.us.

Examiner: What is your favorite product that you make or sell and why do you like or recommend it?



Cyndy: All our products are my favorites, however one stands out a little more as we have sought and used the opinions of many Moms and Dads in the USA and Australia to develop it and it is amazing. [Mom's Deluxe 3 in 1 Plus Combo Carrier](#) (see photo left) is a light weight, multi-purpose baby carrier when the Mom can choose which position is best for her baby - baby can face inwards and snuggle up or face outwards which is great if Mom is breast feeding and doesn't want her baby to continually smell her milk, and ride on either hip. Then when you need a portable high chair restraint for your baby, it simply converts to that. Parents have peace of mind using the Snazzy Combo, so much research and development has gone into making it an easy product with many innovative features and it has passed or exceeded the three major Safety Standards and become an Award Winner.

Examiner: Why did you start your business?

Cyndy: My son Lucas developed rug burn when crawling. The sound of him screaming when I bathed him as the water hit his tender knees was enough to spur me on to find a solution to an ever increasing problem - hardwood floors, tiles, etc. make it very difficult for babies in this first major developmental milestone. Today's parents also want their babies to be with them indoors and outdoors. The idea of developing a product which could be used everywhere while maintaining flexibility and providing a safe solution for babies and toddlers became an all consuming passion. Snazzy Baby Knee Pads are now sold globally and even help protect special needs children.

Examiner: What secret do you have to share with other parents about "having it all" with your family and business?

Cyndy: This requires requires strong dedication, lists and more lists and the ability to change one's focus, depending on the hour of the day! As time goes by my colleagues (who are all dedicated Moms and Dads) and I realize flexibility and being able to recognize that not everything gets done on the list each day are the keys to opening the right doors for success. Focus on the positives always - and balance and stretch like a rubber band - My business is always a priority when I'm at work but when the school bell rings my son has my attention (always intended to be undivided attention!) until he goes to bed. Then it is back to work!

Examiner: What is the number one piece of advice you have for other parents?

Cyndy: Take some time for yourself each day so you stay fresh - a 30 minute sleep or visit to a gym or the pool works wonders and gives you strength then for coping with the chaotic times!

Examiner: What is your (and your kids) favorite family activity?

Cyndy: Lucas has a gorgeous Labradoodle called Mia. Any activity with her has become our most favorite family activity!

Examiner: Anything else you want to add?

Cyndy: Find a mentor - experience from the business you are in is invaluable but be prepared to change direction!! Networking at Trade Shows and getting connected to people who are in similar businesses is essential in today' s world when so many businesses begin in an isolated home office.