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## A SNAZZY NEW CONCEPT IN BABYWEARING

### *Snazzy Baby Introduces Its Combo Carrier and Leg Warmers to U.S. Market*

Breakfast Point NSW, Australia (November 12, 2009) – Parents today want it all, and Snazzy Baby believes parents should have it all. That's why they created the Mom's Deluxe 3 in 1 Plus Combo Carrier, a multi-purpose carrier that actually grows with baby.

Where other babywearing carriers are limited by the child's age, child's position in the carrier, or the parent's comfort (and lack thereof), Snazzy Baby's Mom's Deluxe 3 in 1 Plus Combo Carrier excels.



Starting at four months, the Combo Carrier can be positioned so that baby faces inward for breastfeeding and bonding, or outward to view the world when not feeding. This is a huge advantage the Combo Carrier has over other carriers, since inward facing breastfed babies can smell the mother's milk and will want to suckle constantly. The Combo Carrier gives mom the freedom to choose when it's feeding time.



As babies grow, so does the Combo Carrier. Older babies and toddlers (up to 3 years) can be positioned to sit on either hip facing out, or facing in for naptime.

But, what good is a carrier if it's so uncomfortable, parents don't use it? The Combo Carrier is equipped with an ergonomically designed gel-based shoulder strap, which helps distribute baby's weight evenly. It's also extremely lightweight and compact. At just 16 oz., the only weight parents carry is the weight of the baby.

Another feature of the Combo Carrier is that it can be used as a restraint system on chairs in your home or when you travel. It can also be used in shopping carts as a child restraint. A mom or dad on-the-go can take baby from a position on the body, to sitting in a shopping cart, and then back to a babywearing position, all with a few simple adjustments that are easily performed by one person. Easy color-coded clips make adjustments a breeze.



Here's a look at Snazzy Baby's most recent product introductions:

#### **Mom's Deluxe 3 in 1 Plus Combo Carrier • \$79.99 • Ages 4+ months to 3+ years**

This *iParenting Media Award Outstanding Product of 2009 for Best Gear and Equipment* is a lightweight marvel designed to be worn by dads or moms. Focus groups of Australian and American parents told Snazzy Baby what they wanted for a safe multi-use carrier. This 3-in-1 combo gives baby a choice of viewing the world outwards or hide snugly inwards; can be used as a temporary high chair restraint system and can be used in shopping carts for additional safety. There's a convenient pouch on the exterior of the carrier, which is the perfect size for keys, a diaper, rattles and other small items. Choose from two colors, Black or Sand. Each Combo Carrier comes with a FREE PAIR of Snazzy Baby Leg Warmers, to keep babies' little legs warm, while in or out of the carrier. The Leg Warmers have a retail value \$7.99.

Feedback on the Combo Carrier from one of the iParenting Media Award Reviewers-

*“I love all products that offer multiple uses. This product offers the consumer the most for their purchase. As your child grows, so does this product. My child loves to be able to face outwards and I like the fact that I am able to have a choice of which way to place my child. I really like the storage compartment. I can store the basic needs such as my car key, license and money when traveling on the go. It is very easy to clean and it washed nicely. The color coded clips are an added bonus and save a lot of time. The fact that the instructions came on a DVD for easy instructional use was much better than reading a manual. This combo carrier is extremely lightweight so it does not hurt your back with the weight of the carrier and then the added weight of the child/infant. I love the fact that my husband feels comfortable wearing this too. It allows him and me to take turns wearing this without any complaints from him. The weight limit on this product is wonderful. My kids have always been on the large size since birth and with most items/products, they outgrow them faster due to their size. This combo carrier allows me to use this for a longer period of their life.”*

### **My Baby Leg Warmers • \$7.99 • One size fits all**



Choose from four different color options. The lightweight warmers are 85% cotton with a touch of spandex and nylon. Little legs can easily get cold from air conditioning or just a chill in the air. The warmers are available in Ocean Blue, Pink Pizzaz, Jungle Green and Wild Blue, adding warmth, style and protection for indoors and out.

Order a *Special Value Pack*, which comes with a pair of Snazzy Baby knee pads and leg warmers, for

\$24.99 (a \$3 savings over purchasing separately). Choose from Pink Pizzaz and Ocean Blue.



The Combo Carrier and Leg Warmers are the latest in a line of products from Australian-based Snazzy Baby. The company began with a mom-invented set of child’s knee pads. Snazzy Baby founder, Cyndy Mundy, had a young son who screamed and cried at bath time when his knees, rug-burned and tender from crawling on the carpet, hit the water. She decided to create a pair of child-friendly knee pads to protect little ones who were starting to crawl. Going on the success of the Snazzy Baby knee pads in Australia, the Snazzy Baby team developed other baby safety products, and expanded their business into the United States.

As Mundy explains, “Our Research and Development team are driven by a strong desire to create products which are safe, fun and easy to use. We love products that 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. We are dedicated to making parents lives easier- Simple, Safe and Snazzy!”

### **ABOUT SNAZZY BABY**

Your home for the best in innovative baby protection products, Snazzy Baby was created by Australian mom Cyndy Mundy who needed to protect her tot’s tender knees after another day of crawling on the carpet. The award-winning company has impressed online and brick and mortar retailers with snug, soft, 4 layer cushioned oval knee pads made of neoprene and secured with velcro straps and ensuring a comfortable fit. All products submitted by Snazzy Baby to *iParenting Media* have won their prestigious *iParenting Media Award* and praise.

For more information on all of Snazzy Baby’s safety products, visit their new U.S. website at [www.SnazzyBaby.us](http://www.SnazzyBaby.us).