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## TOTS CAN AVOID LIFE'S EARLIEST SPEED BUMPS WITH SNAZZY BABY SAFETY PRODUCTS

Breakfast Point NSW, Australia (October 2, 2009) – What goes up must come down and any parent watching a baby learn to crawl, sit and stand knows that gravity eventually takes over. Those are life's earliest speed bumps. Wouldn't it be easier, wonder some moms, to just bubble wrap Junior until he attends school? Sadly, little knees scooting across the bare or carpeted floor will get sore but he needn't get rug burn! Snazzy Baby of Australia has a remedy for that and several other safety situations where ouches and tears can be avoided.

Australia's award-winning baby safety products come to the States this month as Snazzy Baby launches its award-winning knee pads and travel chair.

The company began with a mom-invented set of knee pads. Snazzy Baby founders Cyndy and Brian Mundy's young son, Lucas, screamed and cried while being bathed, as his rug-burned, red, tender and bruised knees hit the water. That first major developmental milestone – crawling -- had suddenly become a nightmare!

As Cyndy explains, "Our Research and Development team are driven by a strong desire to create products which are safe, fun and easy to use. Our new travel chair is one of our newer products developed by Snazzy Baby based on focus groups with Australian and American moms. 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!"



Celebrity moms like Melissa Joan Hart have gotten hold of Snazzy Baby's innovative items and have gushed about their simplicity and protection. TV's Brooke Burke wrote via CelebrityChitt.com, "thank you for thinking of Shaya on his first birthday! The knee pads are perfect for our house as he is not yet walking."

The following safety protection items, designed for on-the-go tots, are available online and at specialty retailers in Australia, Canada and the United States:

### **My Baby's Own Travel Chair • \$34.99 • Up to 37 lbs**

Winner of the *iParenting Media Award for Best Baby Gear*, this snazzy device turns a shopping cart or an ordinary chair into a temporary restraint system. Unlike





other soft portable high chairs, this travel product has a non-slip bottom that grips the surface of any chair allowing baby to sit comfortably without fear of slipping. Parents have peace of mind and this 7 oz. wonder can be tucked into a diaper bag or carried over the shoulder. Choose from two colors: Red or Navy.

*I love how small it is and that it is easy to carry around. I like the concept of it and I like that it comes in a lot of different colors. I didn't think it was really going to work but it kept my daughter contained and she was still able to move and that was a plus for me. We first used it at a restaurant in a high chair and it really does work. She was enjoying her dinner and still able to turn but it kept her from standing up. Which she likes to do a lot! I like this for a high chair because typically the high chairs at restaurants only have a thin strap between the legs that moves and then a strap that barely keeps a child contained which allows the child to stand up. With this product it allowed us all to have a pleasant dinner.*

*-- iParenting Media Award reviewers*

### **Snazzy Baby Knee Pads • \$19.99 • Ages 4 months. to 4+ years**



Winner of the *iParenting Media Award for Safety*, these little protectors work as well for commando crawlers as for new walkers, running toddlers and even bike riders. The knee pads can be switched to the elbows for extra protection. Choose from 4 snazzy colors: Seafoam, Princess Pink, Starfish Blue or Midnight Blue. Works wonders indoors and out.

These knee pads are ergonomically designed to allow for flexibility and movement without impacting circulation. In addition, Snazzy Baby knee pads are endorsed by medical professionals and can be used with children with special needs such as hemophilia, cerebral palsy, spina bifida, and muscular dystrophy.

*The material is sturdy and easily cleaned. My older child (3 years) could put this on herself with a little practice. The colors work for a boy or girl. I think the positive characteristics of the Snazzy Baby Knee Pads are that they are made out of very durable fabric and the knee part is very thick. The knee pads are durable, easy to clean and attractive. This product is excellent for crawling. The knee pads keep the knees of my child's pants clean, and they provide extra traction for crawling. These knee pads were also attractive and fun to use.*

*-- iParenting Media Award reviewers*

### **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. *iParenting Media Awards* have praised each one of their products as they've come to market.

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).