

## FOR IMMEDIATE RELEASE

### Spring Brings Babies; New Parents Rely on Other Moms & Dads To Prepare for Baby

#### *Inventive Parent Announces Top 10 List of Parent-Invented Safe Baby Essentials*

**March 8, 2005, Hampton, NH** - When most new parents are preparing for the arrival of baby this Spring, more often than not, they will not be sure what they will need as the dizzying array of options can be overwhelming. Rather than relying on recommendations by corporate America, many new parents and their loved ones are turning to products invented by other moms and dads that were created to solve real-world parenting challenges. Inventive Parent ([www.inventiveparent.com](http://www.inventiveparent.com)), a premiere online parenting resource and a provider of solutions invented by real moms and dads, is pleased to announce their top 10 list of parent-invented, safe baby essentials.

#### **Baby Sherpa Diaper Backpack**

The first 4-in-1 diaper bag, cooler, video and parent pack that was created by active parents who understand the need for versatility, durability and comfort. Baby Sherpa is the diaper bag that keeps everything organized and easy to find, providing convenient storage for food, diapers, medicine, blankets, wallets and more.

#### **Auto Mobile**

Baby's travel mobile with Velcro fasteners that easily attach and release from car's ceiling. Gone are the days of fishing in the back seat and floor for lost toys! Available in three designs, the simple patterns, bright colors and expressive characters dangle from the car's ceiling, holding baby's interest even while being put into the car seat.

#### **Baby Banz**

Protect baby's eyes from the sun and glare in summer and all year long. In a trendy wrap around design and available in six different colors, Baby Banz offers 100% protection against UVA and UVB rays. Fully adjustable and breathable neoprene band stays on while playing and floats in water.

#### **Baby Shield**

For any carrier, swing, bouncer or combo stroller, the Baby Shield protects baby from the sun, disease-carrying insects, curious pets and the weather. Provides ideal protection for newborns under six months, an age when it is generally not recommended to use sun block or insect repellent containing DEET.

#### **BearView Infant Mirror**

Used for rear-facing car seats, Bear-View Infant Mirror allows the driver or passenger to safely keep an eye on baby while driving. This plush Teddy Bear provides the widest view of infant available.

#### **Breathable Bumpers**

For years traditional padded Bumpers have held a place in Baby's crib. Now, however, as evidence mounts that re-breathing baby's exhaled air may be a leading contributor to SIDS, parents are abandoning these bumpers. Fitting most

standard cribs, the Breathable Bumper allows visibility and airflow to the baby.

**Baby Burrito**

Newborns and Preemies are soothed and comforted when they are swaddled. Their surrounds are restricted, much as they were before they were born so it is soothing for baby to feel that old, safe feeling. An alternative to the traditional swaddling wrap, the 100% cotton flannel burrito cradles baby in softness and warmth.

**Halo Secure-Fit Crib Sheet**

Regular crib sheets can bunch up and pull off a mattress as baby moves around which risks baby becoming entangled and their breathing restricted. The Secure-Fit Crib Sheet stays on the mattress all night, keeping baby safe and sound.

**Travel Bear Changing Mat**

Gone are the days of wee pads that come with the diaper bag and as a replacement to disposables, the Travel Bear Changing Mat is a fun, antimicrobial changing pad that is washable and reusable. Treated with AgION Antimicrobial to shield baby from unsanitary public changing tables.

**Dr. Brown's Natural Flow Baby Bottle**

Dr. Brown's Natural Flow is the only baby bottle that features a patented internal vent system that reduces colic, spit-up, burping, and gas. Babies feed more comfortably because the vent allows them to nurse without fighting the negative effects of a vacuum or the discomfort of ingesting air bubbles. It also helps reduce fluid in the ear and eliminates nipple collapse.

All of these products are available through [www.inventiveparent.com](http://www.inventiveparent.com). For more information or to purchase, visit [www.inventiveparent.com](http://www.inventiveparent.com) or call 866-372-8954 or 603-926-9272.

What started with the invention of the Original Car Seat Cozy attachable fleece blanket in 1998, Inventive Parent is now the exclusive provider of hard-to-find items invented by real moms and dads to solve practical parenting challenges. They carry over 150 products for maternity, newborn, baby and for kids to age eight. From safe essentials to gifts to educational toys, products include the Prenatal Cradle, Daddy's Tool Bag sporty diaper bag for dad, Totco Toilet Trainer, Safe Sit booster and adjustor and KnuckleStrutz interconnectable building toy.

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About Inventive Parent

Founded in 2000 and headquartered in Hampton, NH, Inventive Parent provides parent-invented products along with information that parents need in a convenient, online environment. Customer Service is of utmost priority and Inventive Parent has thousands of satisfied customers throughout the world. In

addition to being the recipient of the Balance Oasis Extraordinary Entrepreneurial Woman Grant, Inventive Parent has won numerous awards. Products are donated to KIDS (Kids in Distressed Situations) annually and they have donated thousands of dollars of products to various PBS auctions across the country. For more information, visit [www.inventiveparent.com](http://www.inventiveparent.com).