

Blooming Bath for babies





Welcome to the Blooming Bath Family.





Introduction

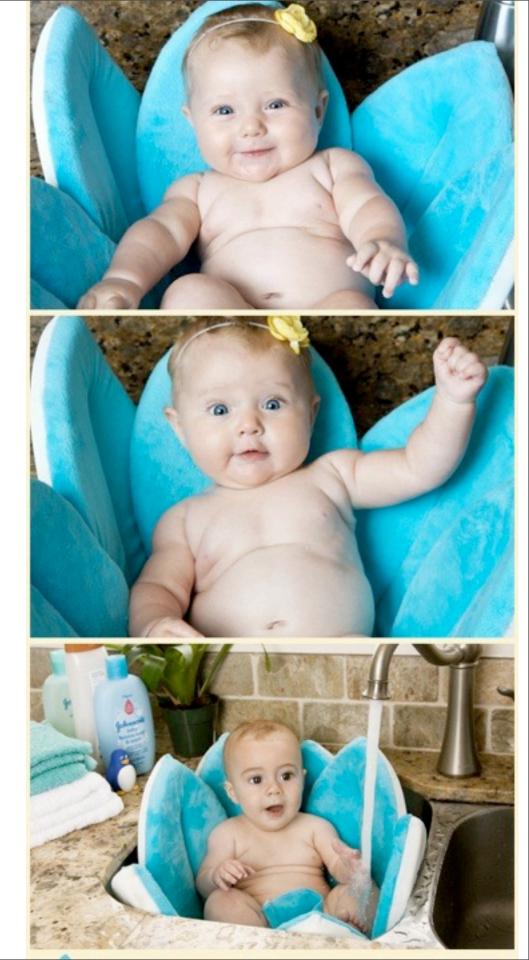
- Upanaway, LLC was founded in 2011 by 4 California based entrepreneurs looking for a way to make bath time fun for their kids!
- Corporate offices and warehouse in Vista, CA
- Full retail support team of marketing, sales and customer care
- Mission: Provide full line of differentiated baby care products which will encourage positive family relationships
- Positioned for growth within select retail, catalog and etail markets
- Manufacturing in Asia
- Patent and Patent Pending on all products





Why Blooming Bath?

- Bath time for infants has long been a chore
- Ergonomics and Safety are often challenged
- Positioning can be dangerous / "need two hands!"
- Reaching over the tub or into the sink causes strain
- Most surfaces are hard, uncomfortable for the baby
- Clean up and preparation is time consuming
- It "just isn't fun" as baby bath time should be!





A few things...

- Product is designed to sit in a sink, tub or basin
- Soft, comfortable plush fabric makes baby feel great while sitting
- Naturally antimicrobial foam interior and fabrics no chemicals
- Use drain plug to pool water, or let water flow through
- Covers hard surfaces for comfortable positioning
- Simple set up in any sink, no mess clean up
- Hanging tag for air drying or place into washer / dryer





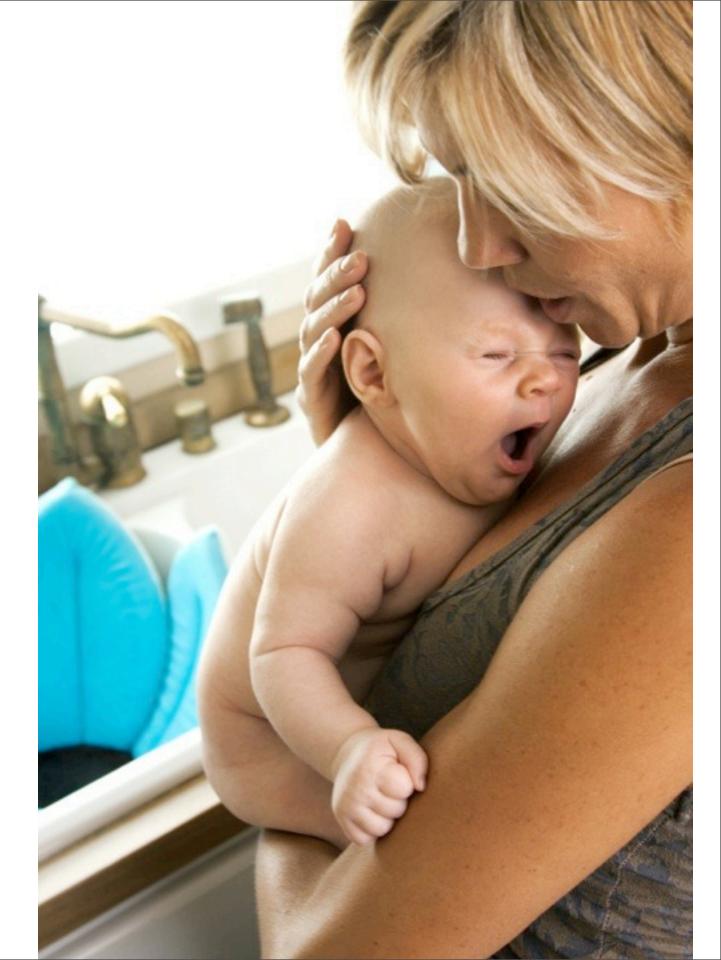






Important Details...

- Parent Tested and Parent Approved (PTPA Media)
- SheKnows.com Parenting Award "Best Baby Bath" voted on by over 50k parents!
- Fabrics tested per ASTM F963 and CPSC (for lead and phthalates) ideal for children's use. Produced and tested by Starbucks approved vendor.
- Patents and Patent Pending based on product design and engineering to ensure quality and branding identity for retailer partners
- Packaging language: English/Spanish
- Each Package includes I Blooming Baby Bath and bathing instructions





Parents love Blooming Bath

- "You no longer have to lean, bend, sit or squat to bathe your child!"
- "I have used it in our kitchen sink, which I love because I am standing up and it is easier on my back."
- "It is the perfect solution for squirmy babies and sink baths."
- "This is the perfect baby shower gift for the mom who has everything."
- "Love this new way to bathe your babe!"





Trade loves Blooming Bath

- Since the products initial launch in October of 2011, Blooming Bath has received thousands of positive reviews by consumers, trade and media publications
- More than 7 million people have been exposed to Blooming Bath via the web or media reviews
- Blooming Bath search analytics indicate 640 % growth in web search requests in the past 5 months
- Direct to consumer sales have experienced 20%+ sales growth • each month since launch, with sales now reaching all 50 states in the USA and 20+ international countries.



UpanAway LLC **Blooming Bath** PTPA MEDIA AWARD WINNER

This certificate recognizes that the recipient has been awarded the PTPA Seal of Approval



The seal of approval families trust. The endorsement companies seek.



Packaging



Packaging is a vinyl zippered bag, ideal for storage and travel. Product will sit upright on shelving. 15" wide, 18" high, 4" deep





In the Netherlands:

Babyshop Bambineke Innsbruckweg 76 B 3047 AH Rotterdam

www.babyshopbambineke.nl

