



# 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 1 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](http://www.babyshopbambineke.nl)

