

BabySmart Announces ‘Cooshie’ Booster – A Sleek, Molded Foam Booster Seat Kids and Parents Will Love

BERNARDSVILLE, N.J., Oct. 1, 1997 – BabySmart today launched the unique Cooshie Booster, made of high-density molded foam that stays put with the weight of a child. BabySmart will unveil its new offering later this month at the 28th annual International Juvenile Products Manufacturers Association Show in Dallas.

“The BabySmart Cooshie Booster is designed to help a toddler sit smart, wiggle less and behave like a big kid,” said Diane Zissu, president of BabySmart. “As the mother of a toddler, I found conventional booster seats to be uncomfortable, unstable and unpopular with the little people who sit in them. So I created the Cooshie Booster. It’s soft enough for baby’s bottom, yet sturdy enough to be safe and effective. And toddlers actually like to sit in it!”

The BabySmart Cooshie Booster’s warm, smooth “skin” is seamless, waterproof, bacteria-resistant and non-allergenic. It’s colorful (comes in a palette of “cool” shades), cushiony and comfortable. It won’t absorb spills, so clean-up is a cinch. And it can be used on a chair or on the floor, at home or on the go. The booster comes with a free carry bag.

“Take it to Grandma’s house, restaurants and movie theaters,” Zissu said. “It’s great for a toddler who wants to leave her high chair behind, or for a pre-schooler who wants to sit up high at the table, like his parents. Parents will love the Cooshie Booster as much as their kids do.”

The BabySmart Cooshie Booster was featured in the September 1997 issue of Small World, an industry trade magazine.

Other products in the BabySmart line include the patented BabySmart Wipes Holder and BabySmart Diaper Holder, which attach to any size changing table and put wipes and diapers within easy reach, as well as the BabySmart Potty Mat and BabySmart Lap Bib.

Founded by Zissu, a mother of three and formerly an interior space designer, BabySmart offers “smart” products that simplify life for parents and babies. BabySmart products are available in specialty stores across America, in such major catalogs as One Step Ahead and The Right Start, and in Babies “R” Us stores.

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