

Bright Ideas for Baby Care

**BabySmart Announces Potty Mat and Lap Bib at 26th Annual
International Juvenile Products Manufacturers Show**

DALLAS, Nov. 1, 1995 – BabySmart today announced two new additions to its innovative and practical baby-care accessories line: the BabySmart Potty Mat and the BabySmart Lap Bib.

The Potty Mat is a protective, non-skid foam mat that is used in the bathroom during toilet training. The Lap Bib, 14 inches long with a pocket at the bottom, is designed to keep kids clean during meal and play time. Both will be on display, together with other offerings in the BabySmart line, during the 26th annual International Juvenile Products Manufacturers Association Show in Dallas later this month.

“When toddlers contemplate giving up the security of their diapers, the thought of using the ‘big kid’ toilet is scary,” explained Diane Zissu, president of BabySmart. “The BabySmart Potty Mat wraps around the base of the toilet and creates an inviting environment for little ones. Its soft, cushiony construction is comfortable and attractive for small kids.”

Heat-sealed around the edges, the BabySmart Potty Mat is bacteria-resistant and its sleek, smooth surface wipes clean easily. “When the inevitable accidents occur during potty-training,” Zissu said, “the Potty Mat’s quick and easy clean-up keeps the toilet area safe and sanitary.

“The BabySmart Lap Bib picks up where conventional bibs leave off – it protects kids’ laps from spills and drips other bibs just don’t catch,” Zissu said. Also made of foam, it, too, has a smooth surface that’s a cinch to wipe clean.

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.

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 across America in such specialty stores as Baby Superstore and Toys “R” Us, in Caldor and Baby Depot of Burlington Coat Factory, and in One Step Ahead and The Right Start catalogs.

###