

**Bright Ideas for Baby Care**  
**BabySmart Introduces First Baby Wipes Holder\***

WATCHUNG, N.J., Feb. 1, 1995 – BabySmart today introduced a unique baby wipes holder that hooks onto a changing table, placing wipes close at hand during diaper changing. It is believed to be the first product of its kind on the market.

“As a new mother, I discovered some needs that just aren’t met by any products now on the market,” said Diane Zissu, president of BabySmart. “A convenient holder for baby wipes was one of them.”

Made of clear, pliable plastic, the patented BabySmart Wipes Holder grips the container of baby wipes and attaches to the changing table, within easy reach. “There’s no struggle to extract a wipe,” Zissu said, “and the container won’t land on the floor. It helps solve the problem of two few hands to hold, clean and change the baby.”

The BabySmart Wipes Holder is currently being sold across America at 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.

Founded by Zissu, a mother of three and formerly an interior space designer, BabySmart offers “smart” products that simplify life for parents and babies.

\*Patent Pending

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