



## **Baby's Journey Makes a Splash; Introduces Innovative Roller-Sling™ Across New Bath Line**

Las Vegas, NV (October 15, 2013) – Baby's Journey, Inc., a new juvenile products manufacturer focused on delivering insightful solutions for parents, has launched a complete bath line featuring smart innovations to help make bathing infants and toddlers easier. The patented Roller-Sling™ feature can be found on a number of items including the Bath Hammock™, Perfect Height™ Tub, and the Comfy Cozy Tub and Towel Warmer set. The Roller-Sling cradles newborns during bath time and simply retracts into the tub or bather base making it ideal for storage and travel.

“Bath time can be very stressful and overwhelming for new parents. We wanted to create a line of bath tubs and bathers that make this time more enjoyable by offering comfort and convenience.” states Steve Gibree, Founder and President/CEO of Baby's Journey.

The Bath Hammock cradles newborns from 0-6 months making bath time calm and relaxing. The sturdy and secure base can fold for a compact and lightweight storage and travel solution. The Bath Hammock is available in a variety of patterns at retailers such as Babies R Us, Buy Buy Baby, and Baby Depot for a suggested retail of \$24.99.

The Perfect-Height Tub adjusts in height to provide easy access to baby. The large tub is designed to grow with baby; simply retract the Roller-Sling when baby can sit up unassisted and there is plenty of room for playful toddler baths. The tub accommodates children up to 2 years old when baby can safety sit in an adult tub. The Perfect-Height Tub is available at Buy Buy Baby and Baby Depot for a suggested retail of \$29.99.

The Comfy Cozy Tub and Towel Warmer offers all the benefits of the Perfect-Height Tub with the added luxury of a Towel Warmer. Accommodating hooded or full-sized adult towels, the Towel Warmer is the easiest way to have a warm towel waiting for baby at the end of a bath. The Comfy Cozy Tub and Towel Warmer is available at Buy Buy Baby and Baby Depot for a suggested retail of \$69.99.

### **About Baby's Journey**

Based in Pawtucket, Rhode Island, Baby's Journey, Inc. is a juvenile products manufacturer that designs, markets and distributes insightful and innovative product solutions intended to make every day parenting easier so parents can focus on what matters most...their baby. To learn more about Baby's Journey and their full line of products visit [www.babysjourney.com](http://www.babysjourney.com).

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