



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Monica Guzman/Maithili Gadgil
mguzman@konnnect-pr.com
mgadgil@konnnect-pr.com
www.konnnect-pr.com

**BABYSPA® PRESENTS NEW LINE OF PAMPERING GIFT SETS
AND BUNDLES AT ANNUAL ABC KIDS EXPO**

Multi-Dimensional Skin Care Line Brings Children's Skin Must-Haves To Coveted Tradeshow

Louisville, KY (October 12, 2012) – BabySpa®, a natural and spa-inspired bath and body care collection for babies and toddlers, will be celebrating its one year anniversary at the 2012 ABC Kids Expo from October 14-17 with an exclusive showcase of the line's new pampering gift sets and bundles. Featuring an innovative blend of soothing and therapeutic ethnobotanicals, **BabySpa®** is sure to wow retailers with its award-winning collection of natural bath milks, body washes, shampoos, lotions, creams and massage oils.

BabySpa®'s new line of gift sets and bundles includes elegant and thoughtful arrangements such as *Born to Nurture*, *Baby Essentials*, *Mommy & Me*, *Bathful Baby*, *Splish Splash* and the *Signature Bath & Body Care Collection*. Inspired by therapeutic spa cultures and ancient healing traditions, each set offers nourishing and protective essentials for the most delicate skin.

"Returning to the ABC Kids Expo as we celebrate our first anniversary brings great excitement to all of us," said Tino Reiser, Founder of **BabySpa®**. "Introducing our new line of gift sets and bundles at this year's expo serves as a great culmination to a very successful year of growth and expansion where we have been able to reach parents and families around the country who love our products. Our new sets definitely give a nurturing touch to gift-giving with delicate arrangements of our must-have products."

BabySpa® will also be presenting its complete collection of individual bath and body care items at the ABC Kids Expo. The collection, created based on a stepwise approach, encompasses two stages: Stage One for newborns through crawlers and Stage Two for walkers through preschoolers. Products from each stage have been especially formulated with a unique blend of vitamin-rich oils and botanicals to address the changing skincare needs of babies and toddlers throughout their growing years.

The **BabySpa®** collection is a recipient of the PTPA Seal of Approval, the Mom's Choice Awards Gold Seal of Approval, The National Parenting Center 2012 Seal of Approval and the 2012 Top Choice Award from *Creative Child Magazine*.

The ABC Kids Expo will take place at the Kentucky Exposition Center located at 937 Phillips Lane in Louisville. **BabySpa®** will be exhibiting at booth #1541. For more information on the ABC Kids Expo, please visit www.theabcshow.com. For more information on **BabySpa®**, please visit www.babyspaua.com.

###

About BabySpa®

BabySpa® is a natural bath and body care collection for newborns through preschoolers made with unique ethnobotanical blends that provide lasting hydration and soothing effects. All **BabySpa®** products are 98-100% natural and are completely free of parabens, phthalates, SLS/SLES, PEG, BPA and mineral oil. For more information on **BabySpa®** please visit, www.babyspaua.com.