



**FOR IMMEDIATE RELEASE**

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**BABYSPA®: TOP CHOICE IN NATURAL SKIN CARE FOR BABIES AND TODDLERS**

*Bath and Body Care Line Wins Prestigious Award from Creative Child Magazine*

**NEW YORK (September 25, 2012) – BabySpa®**, a collection of natural and spa-inspired skin care products for babies and toddlers, is thrilled to announce that products from their Stage One and Stage Two lines have been awarded the 2012 Top Choice Award from *Creative Child Magazine*. The collection's uniquely formulated bath and body care products proved to be winners in the Baby Care Products category of the Baby Guide section.

The Creative Child 2012 Top Choice Award is highly recognized among parents, educators and professionals and is awarded based on consumer experience. **BabySpa®**'s Stage One *3 in 1 Tearless Shampoo, Body Wash & Moisturizer, Moisturizing Body Lotion, Calming Massage Oil* and *Shea Butter Diaper Cream* and Stage Two *Bubble Bath Milk, Moisturizing Body Lotion, Soothing Face Cream* and *Tearless Baby Shampoo* stood out in overall quality and experience. Each product was reviewed and judged by mothers and early youth educators who awarded the line the 'top choice' distinction.

"Receiving the Creative Child 2012 Top Choice Award is a great honor for us," said Founder of **BabySpa®** Tino Reiser. "This new award is a great addition to a very exciting year and validates our targeted skin care outlook and the overall mother and child experience we strive to achieve. Receiving this positive feedback from Creative Child evaluators inspires us to work even more with our research and development team and continue to offer effective, purposeful and gentle products."

**BabySpa®** introduced the first stepwise approach to baby skin care with a Stages system that targets the changing needs of infants and toddlers in parallel with the unique biological and important environmental factors that impact these age groups. Each blend is especially formulated to combine organic ethnobotanicals, vitamin-rich oils and patented Swiss moisturizers with soothing, nourishing and protective properties for healthy, balanced skin.

**BabySpa®** is also a recipient of the Mom's Choice Awards Gold Seal of Approval, The National Parenting Center 2012 Seal of Approval and the PTPA Seal of Approval. For more information on the Creative Child 2012 Top Choice Award, please visit [www.creativechild.com](http://www.creativechild.com).

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**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.BabySpa.com](http://www.BabySpa.com).