



**FOR IMMEDIATE RELEASE:**

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**BABYSPA® EXPANDS ITS PRODUCT LINE WITH NEW LULLABY PAMPERING**

**COLOGNE**

**First Introduced at Buy Buy Baby stores nationwide**

**MIAMI, FL. (May 20, 2014)** – Natural bath and body care brand for newborns and toddlers, BabySpa, announces the latest addition to its line, Lullaby Pampering cologne, an alcohol-free, clinically-tested hypoallergenic cologne with a delicate fresh baby scent that will leave little ones smelling irresistible all day. The gentle cologne can even be used to odorize babies’ nurseries and clothes for extra freshness.

The cologne is now available on BabySpa’s website, [www.babyspaua.com](http://www.babyspaua.com) and will be available in Buy Buy Baby stores throughout the nation the first week of June. The new product will retail for \$13.99\* and comes in a travel-friendly 100 ml bottle.

Formulated for delicate skin, the baby cologne is 95% natural. It is 100% free of Parabens, Sulfates (SLS), Polyethylene Glycol (PEG), and mineral oils.

“The special connection between mother and child begins with the power of touch and smell. We are excited to introduce our first in a series of calming and refreshing scents,” said Tino Reiser, Founder of **BabySpa**. “Our new Lullaby Pampering Cologne evokes cuddly fresh feelings that turn day-to-day baby care routines into memorable bonding moments.”

All BabySpa products are formulated to nurture, protect and soothe. The brand continues to prove its strong commitment to little ones with this new addition to the line. Lullaby cologne pampers babies with moisturizing ingredients that keep their tender skin silky-smooth and provides a gentle, lasting scent.

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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.babyspaua.com](http://www.babyspaua.com).