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BABYSPA® BRINGS A COMPLETE SENSORY EXPERIENCE TO THE ABC KIDS EXPO

New Lullaby Pampering Cologne allows for special connection between parent and child

LAS VEGAS (September 7, 2014) – **BabySpa®**, a natural bath and body care collection for newborns through preschoolers, is showcasing its soothing skin care line and new Lullaby Pampering cologne at the ABC Kids Expo taking place from September 7-10. Featuring individually tailored stages that address the changing skin care needs of babies and exclusive blends of ethnobotanical extracts proven to heal and protect delicate skin, the brand continues to serve as a healthier, safer and wholesome alternative to common baby products in the market.

Inspired by therapeutic spa cultures, ancient healing traditions and luxurious body care rituals, **BabySpa** offers parents what they are looking for and babies what they really need. The brand's bath and body care collection now provides a complete sensory experience with their newest addition, **Lullaby Pampering Cologne**, an alcohol-free, hypoallergenic cologne that pampers babies with moisturizing ingredients. The cologne's baby fresh scent transforms baby routines into memorable bonding moments by allowing parents to create odor evoked memories, which [evidence](#) indicates are more vivid and emotional than those induced by other sensory cues. Lullaby's lasting scent will also leave babies' sheets, blankets and nurseries smelling irresistibly fresh, and its travel-friendly size allows parents to freshen up their little ones while on-the-go.

"A baby's sense of smell is one of the earliest to develop, and our cologne's gentle scent allows parents to create a safe and familiar environment for their child, triggering a flood of positive emotions that will endure over time," said Tino Reiser, Founder of **BabySpa**. "We are eager to share our first in a series of calming and refreshing scents with retail partners and ABC Kids show attendees."

All **BabySpa** products are specially formulated to nurture, protect, soothe, and strengthen the natural balance of a child's delicate skin. The complete collection is 95-100% natural and 100% free of Parabens, PEG's, Mineral Oils, SLS/SLES and Phthalates.

BabySpa has additional nurturing innovations under development for their 2015 line up. They will offer a sneak peak at the ABC Kids show of their all-natural, non-nano sunscreen collection formulated for regular, extra-sensitive and eczema-prone skin. This hypoallergenic line of water-resistant sunscreens contains rich, soothing organic extracts that protect, heal and hydrate the skin, including natural red algae, a very powerful antioxidant that prevents UVA damage and skin inflammation.

The ABC Kids Expo will take place from September 7th-10th at the Las Vegas Conference Center in Las Vegas. **BabySpa** will be exhibiting at booth #4837. For more information on the ABC Expo please visit www.theabcshow.com. For more information on BabySpa, please visit www.babyspaua.com.

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About BabySpa®

BabySpa® is a natural bath and body care collection featuring individually tailored stages that address the changing skin care needs of newborns and toddlers. Made with unique ethnobotanical blends that provide lasting hydration and soothing effects, all **BabySpa** products are 95-100% 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.