

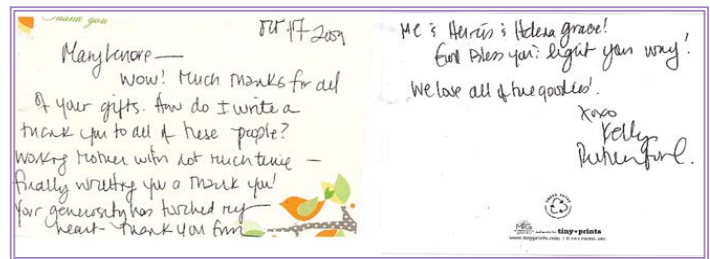
BopStarBaby

Celebrity Baby Baskets

BOPSTARBABY BULLETIN OCTOBER 2009

Good Gracious!

Kelly Rutherford (*Gossip Girl*) took the time to send a personal thank-you note this month for the BopStarBaby: BabyMakes3 Basket we sent to her last June.



Thanks from Kelly Rutherford

Seen on the Scene



Honor Marie Alba-Warren
No Slippy Hair Clippy®

Jessica Alba's daughter Honor was out wearing her No Slippy Hair Clippy® Lucy clip in Shocking Pink when she appeared on *Celebrity Baby Scoop* & *Celebrity Baby Blog* this month!

Star Turns

The press pays plenty of attention to BopStarBaby participants! Here's what's been happening:

New Native®'s organic cotton sling is in *Babytalk*'s September 2009 "Wear Your Baby In Style" feature.

HoneyWear™ baby sling had their first BopStar-PR media placement in *Earnshaw's* October 2009 babywearing feature "Wrap It Up"!

In the same issue of *Earnshaw's*, Elegant Baby®'s sock set is featured in "Pampered: Baby Products & News."

Pedoodles® "Cherry Blossom" Sandals are in the latest *Hudson's* "Show Fashions" feature.

BopStarBaby is profiled in the "Industry News" column of the same issue – thank you so much!

Star Turns (cont'd)

Baby Kip
they're becoming an accessory," noted Kelly Pappas, owner of Alabaster Beach, Calif.-based e-commerce Lippal Baby. She said price-point dresses which come off at her store like last summer's top the list, but have sold all babywearing items off quickly as well as the By Baby! Elise Leflingwell, owner of Pickles & Ice Cream in Little Rock, Ark., says her specialty brands no longer sell through. "There are so many options out there we try to have what the mom merchants don't," she explained.

Given the array of styles and sizes on the market, many shops that specialize in sleep, wraps and carriers offer instruction on how to use these products properly. It's a great sales approach and an important safety measure, given that if done incorrectly, caregivers could harm their precious cargo. With these safety measures in mind, ConsumerReports.com stirred up interest and controversy over the subject in April with a blog post listing things to use or to "buy for baby." Citing recalls and fatalities, the piece urged parents to adhere to other types of carriers. Parents were quick to respond, some going back to the author for recognizing what they also believe is an unsafe practice and others relating to it as "irresponsible reporting" because it minimized all babywearing products as hazardous. In a later post, the publication noted that "clear instructions and perhaps video demonstrations might help prevent [such] mistakes."

Babywearing classes are a staple at Be By Baby!, which has 500 feet of classroom space. In fact, babywearing was the executive director, Bates and Kathy Pridemore, met during a baby and mother

page class. "I saw [Pridemore] putting a sling on, and I was the way we live here," Bates explained. The class offers several classes a month, including separate sessions for beginners and advanced users. Classes cost \$25, but attendees can opt for an in-home visit for \$100. In addition, a local group of babywearers called City Slingers meets at Be By Baby! too, as well as other locations around Chicago to socialize and share their babywearing tips.

Elise Laver, owner of Moon and Baby Boutique in Bensenville, Chicago, decided it was time to get to great after repeated requests for similar classes. "Moms have been begging me to start classes," she said. "There's been a demand to get more community around it." This month, Laver's store will launch evening classes for those hoping to learn about the practice.

Babycare.com education is the key to ensuring babywearing safety, and even those that don't offer classes said they have staff on hand to demonstrate the product and answer any questions. Papers of Lippal Baby said it's crucial for retailers to buy brands they know have a good reputation—and it's especially important for her, since she can't provide the hands-on help that retailers can. Papers searched for brands that include manuals with the product, such as Rocka! Baby, which features links on its Web site to instructional YouTube videos for their slings and pouches. "There are a lot of companies out there selling pretty products because they're easy to make," Papers asserted. "The companies that are spending the time and energy making sure the consumer is aware of the safety issues are going to succeed." ■

Metro Parent (Portland, OR) and *S.I. Parent* are both offering BopStarBaby: BabyMakes3 baskets as a contest prize in this month's issue!

Elegant Baby's® rubber duckie is included in the *Pregnancy & Newborn* November 2009 "Bath Time is Beautiful" feature.

On the Web

Bloggers are busy telling the world about BopStarBaby's favorite products! Here's an update:

<http://www.minnesotamamasmusthaves.com/2009/10/baby-shower-bash-giveaway-16-dropper.html>

[BabyMakes3 Baskets for New Celebrity Parents Sent in October '09](#)

Earnshaw's HoneyWear™

Golden Brooks (*Girlfriends*) & D.B. Woodside (*24Hawthorne*)

Tisha Campbell-Martin (*Rita Rocks*) & Duane Martin ("White Men Can't Jump")

Julie Chen (*Early Show/Big Brother*) & Leslie Moonves (CEO of CBS)

Jon Cryer (*Two and a Half Men*) & Lisa Joyner (entertainment reporter)

Katherine Heigl (*Grey's Anatomy*) & Josh Kelley (country singer)

Heidi Klum (*Project Runway*) & Seal Samuel.

Marley Shelton ("Grindhouse") & Beau Flynn

Kasia & Jeffrey Tambor (*Modern Family/Arrested Development*)

Current **BopStarBaby: BabyMakes3** celebrity baby basket exclusive participants include:

BabyLegs® (leggings, tights & socks), **The Dropper Stopper™** (specialty item), **Honeywear™** (baby carrier), **No Slippy Hair Clippy®** (hair accessories), **Patricia Ann Designs** (travel silkies), **Pedoodles®** (shoes), **Pregnancy** (magazines), **Rashti & Rashti®** (blankets), and the **Boppy Company®** (comfort and support pillows).