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Brilliant Baby Products

A division of Brilliant Products Intl.

For Immediate Release
August 15, 2013

Brilliant Baby Products selected as the Public Relations Agency of record for Moby Wrap and Lassig USA of Ivy Street Distributing

SCOTTSDALE, AZ – Brilliant Baby Products, a division of Brilliant Products Intl., announced today it has been selected as the public relations agency of record for Moby Wrap and Lassig USA. Moby Wrap is the creator of parent-favorite, fashionable and comfortable baby-wearing wraps and carriers. Lassig USA of Ivy Street Distributing, is the distributor of high quality, consciously-crafted diaper bags, children's bags and accessories for the modern family.

"Brilliant Baby Products mission is to introduce parents to products that can dramatically improve the quality of time they spend with their children," said Kathleen Tomes, founder and President of Brilliant Baby Products, a division of Brilliant Products Intl. "We feel Moby Wrap and Lassig are a great fit for what we do and we will bring our full arsenal of public relations, marketing, sales and packaging tools to grow and amplify the two brands."

Brilliant Baby Products will handle Lassig USA and Moby Wrap's public relations, marketing and Internet marketing efforts.

"We feel both the Moby Wrap and Lassig lines belong in the hands of every parent," said Gillian Beerman, co-founder and President of both Moby Wrap Inc. and Ivy Street Distributing. "We are thrilled to be teaming up with Brilliant Baby Products whose breadth of knowledge in the baby industry and expertise in PR and Media will nurture our brands with just the right amount of care, love and market analysis."

More about Moby Wrap

Since its inception in April 2003, MOBY (**MO**ther & **ba**BY) has focused on sharing the benefits of babywearing with parents and caregivers worldwide. With informed parenting as its mission, Moby partners with other organizations that emphasize empowering parents. Moby Wrap moved out of the founders' garage and into a warehouse in Chico, California in 2007 and currently employs 15 staff members. Made from the softest of cotton fabrics, the Moby Wrap distributes baby's weight evenly on the wearer's shoulders and hips and aligns baby's center of gravity as close to the wearer's body as possible. More information is available at on the [Moby Website](#).

More about Lassig

The Lassig brand, which originated in Germany, embodies an ideal blend of versatility and innovation, with convenient features and stylish design details. Lassig proudly combines innovation, fashion and safety with no PVC, azo dyes, phthalates, nickel or cadmium in any items. Ivy Street Distributing is the exclusive US distributor of Lassig. [More information is available on the Lassig USA website.](#)

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More about Brilliant Baby Products

Brilliant Baby Products, which recently celebrated its fifth year, is vertically integrated into the juvenile products industry offering companies a fully customizable approach to building their business through Public Relations, Internet Marketing, Packaging and Manufacturer's Representative Sales Firm. More information about Brilliant Baby Products is available on the [company's website](#).

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