**Sweet Scented Pets Fact Sheet**

**Product Overview:** CJ Products, Inc., the creators of the iconic Pillow Pets foldable plush are baking up a new line of sweet smelling foldable plush stuffed animals. Take an adorable Pillow Pet and add the scent of favorite childhood sweet treats, mix gently, and you have a new line of subtly scented Pillow Pets, Ideal for Valentine's Day gifts, birthdays, holidays, anniversaries and any occasion that calls for something sweet..

**Launch Date:** January 2016

**Characters:** PupCake –straight out of the oven vanilla cupcakes

CookiePup – Home baked chocolately goodness

GummiPup – Fruity, chewy favorite gummy candy

Watermelon Ladybug- fresh, juicy ripe watermleon

New “flavors” added seasonally

**Pricing and Availability:** Sweet Scented Pillow Pets are available at [www.PillowPets.com](http://www.PillowPets.com) and retailers nationwide.

SRP $29.99

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