



FORGET ABOUT EARTH TONES...PINK IS THE NEW GREEN

Dandelion Earth-Friendly Goods introduces new additions including its new Pink line for baby girls, organic soft plush and organic cotton canvas diaper bags for fall 2009



Winter Park, FL —We all need some color in our lives and what baby doesn't appreciate some to brighten up their days? The perfect combination has been found with **Dandelion Earth-Friendly Goods'** toy line that is stuffed with natural corn fibers making them completely machine washable and one of the most natural toys out on the market today. Enrich every baby's life from an early stage with only the cutest organic toys that were developed for curious minds.

Babies should teethe and play with only the best materials--with that in mind all of **Dandelion Earth-Friendly Goods** are grown without pesticides and chemicals making them one of the best lines for babies as well as the environment. **Dandelion's** new **organic toys** offer simple shapes and sounds with sophisticated style while using eco-friendly materials and dyeing processes. The variety of textures, including velour, terry and canvas and fun colors will delight and engage babies as they explore and teethe with their very first toys. The soothing colors and gentle rattles, squeakers, and crinkle noises will encourage hand-eye coordination and encourage learning about cause and effect.



Dandelion Earth-Friendly Goods is proud to announce their new **Pink** line for baby girls by request of their consumers. The Pink line gives parents the opportunity to provide fun, organic and girly rattles, teethers, and developmental toys to their little princesses. A portion of the proceeds will support Breast Cancer Research through the Dandelion Foundation. It's all just another way that Re-Think It, Inc. is working towards a better future for children and the women who love them. The line includes two organic developmental toys--the house sorter and busy block and three organic toys – the bunny blanket, baby doll, and flower book.



The new **organic soft plush** line from **Dandelion Earth-Friendly Goods** includes adorable pudgy pals that are every boy's or girl's first stuffed friends. Give your baby the perfect toy to cuddle and hug day in and day

out. With just the right amount of charming features and an irresistible squishiness, babies are sure to love each and every one of them. Simply styled and of course, made of organic cotton with natural fiber stuffing, each toy is machine washable. The plush line includes an adorable turtle, duck and bear—all too cute to just have one.

The new **organic cotton canvas diaper bag** is simply stylish, practical, eco-friendly and ready



for any adventure. Made from cotton canvas with fun cotton rope shoulder straps to make it comfortable, light weight and very portable. Only organic cotton is used with no pesticides or chemicals in the growing cycle. Each diaper bag has four outside pockets, one big snap pocket, 2 elastic bottle holders, and 1 large open pocket. Look no further for the perfect diaper bag as each bag comes with a roomy open interior which features 2 smaller snap pockets and quick-access key clip. Six different prints makes it impossible to only choose one, why not just collect them all and have one for each outfit, outing or

mood.

Dandelion's Earth Friendly Goods are available at juvenile specialty and natural product retailers nationwide. Please visit www.dandelionforbaby.com for more information, to find a retailer near you, or to order directly. MSRP: \$9.99 - \$54.99

About Re-Think It, Inc.

Re-Think It, Inc., formerly ABC Development, Inc, is a privately held company with headquarters in Winter Park, FL. The company was founded in 1987 as a manufacturer of novelty sponge products. In 1996 the company launched its first assortment of baby care items. The company has since expanded its baby care offering to include infant and toddler feeding items, toys, accessories and more. As of 2008, Re-Think It refocused its company and built its ecological campaign with the introduction Dandelion *Earth-Friendly Goods* featuring an earth-friendly line of products as its cornerstone. After receiving two great awards in 2009, the iParenting award and PTPA award for excellence, Re-Think It, Inc. collection of Dandelion *Earth-Friendly Goods* is proud to continue adding new products to their line. For more information please visit www.dandelionforbaby.com or call (888) 222-3053.

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