



Press Release

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Your Baby Will Be Anything *But* Basic in Dandelion Earth-Friendly Goods' New Organic Layette Collection

It's all about great beginnings... and a healthy start.

Winter Park, FL - Who says baby's basics have to be, well, basic? **Dandelion Earth-Friendly Goods'** new organic **layette collection** of Onesies, Blankets, and Bib & Burper sets offer essential "first touch" layers in safe, ultra soft, certified organic cotton. Fabrics closest to baby should be closest to nature, which is why Dandelion has created this wonderful organic layette collection with exceptional quality, and tailored with complete attention to comfort, safety and ease-of-use.

The new **layette line** provides parents with the reliable, attractive basics they need. Every item in the line is made with 100% GOTS (Global Organic Textile Standard) certified cotton – ultra soft for soothing warmth and long-term durability. Garments are available in white, pink, green, blue, natural, sage, berry and plum. Each and every item offers parents peace of mind by incorporating features that make changing easy, and provides the ultimate comfort and delicate security that all precious little ones need.



The classic **Onesie** has always been a bare necessity for every baby, but now they are guaranteed safe and natural. Designed for maximum comfort for baby with ultimate convenience for parents, the onesie is made of plush, pre-shrunk, chemical-free organic cotton, with eco-friendly dyes making them ultra soft and comforting whether baby is on the go or resting peacefully. These organic onesies are available for ages 0-3 months, 3-6 months, 6-9 months, and 9-12 months.

MSRP: \$14.99

Baby's precious little face needs a tender touch. With the new Dandelion Earth-Friendly Goods' **Bib & Burper** collection, parents can protect baby, and their clothes from spit up. Super soft, absorbent and durable due to their organic material, these Bibs & Burpers have been created to withstand extended trips to the washer and dryer without the worry of shrinking or fading. MSRP: \$14.99



Keeping babies feeling secure and protected is important to all parents. Most new parents have turned to the age old practice of *Swaddling* to settle and sooth fussy infants. Dandelion Earth-Friendly Goods'

30"x30" **receiving blankets** will wrap baby with pure and natural softness. These organic blankets will keep baby warm and cozy without irritating the skin. MSRP: \$19.99

The *Dandelion's Earth Friendly Goods* organic Layette collection is available now 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.

About Re-Think It, Inc.

Re-Think It, Inc., is a privately held company with headquarters in Winter Park, FL., founded in 1987. 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 six great awards in 2009 - two National Parenting Center Seals of Approval, two iParenting awards, the PTPA award for excellence, and Dr. Toy's Best Green Toy Award - Re-Think It, Inc.'s 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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