



FOR IMMEDIATE RELEASE

## Rinse Ace<sup>®</sup> Assisted Bather<sup>™</sup> is a Better Alternative to Handheld Showerheads

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**Menomonee Falls, WI** - For over fifteen years, Idea Factory, Inc. has provided innovative bathing solutions for the family and recently introduced Rinse Ace<sup>®</sup> Assisted Bather<sup>™</sup> system to provide convenient and comfortable bathing for those needing help, whether it's temporary due to an injury, or permanent for seated bathing with or without a caregiver.

There's no need to install a heavy, permanent handheld showerhead. Those that prefer using their existing showerhead can and those that need additional help, simply snap on the 8' hose with 3-setting sprayer when it's time to bathe. The lightweight, ergonomic sprayer also features an easy-glide lever which allows you to select the water flow level from pause to light to full with one finger. The on/off sprayer and eight foot hose provides better control for a caregiver to rinse with ease.

### How it Works:

Twist the patented shower connector onto the existing showerhead just one time. No plumber is required. The connector does not affect the showerhead's performance. When ready to bathe, attach the eight foot hose to the shower connector with just a quick push and slight turn of the wrist. No water flows from the showerhead when the hose is attached, and water flows only from the sprayer when the lever is moved. Switching from one setting to the next is effortless – just rotate the sprayface. After bathing, detach the hose and store it on the provided suction mount bracket for next use.

Rinse Ace<sup>®</sup> Assisted Bather is available for under \$40 online at [amazon.com](http://amazon.com), Lowes, The Home Depot as well as the manufacturer at [www.rinseace.com](http://www.rinseace.com) or by phone at 1-800-867-4673 and 1-262-703-0011.

Rinse Ace<sup>®</sup> Brand bath safety product line also includes a 17" x 36" mold and mildew resistant Bathing Mat and a 11 1/2" suction mount Bath Assist Bar to complement the Assisted Bather<sup>™</sup> system.

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Idea Factory, Inc. was started in 1994 by husband/wife team, John and Patty Mueller. Patty will tell you John is the "idea" guy and John will admit Patty "makes it happen" (the "factory"). Garrett Butrym, Vice President - Sales & New Business Development joined the Muellers in 2001. Others have arrived over the years that have stuck with them ... that's to say, John is no longer the only guy with ideas and Patty has lots of help now. Without their dedication, Idea Factory wouldn't be what it is today!

Idea Factory, Inc. is a certified Women's Business Enterprise providing RINSE ACE<sup>®</sup> and PRO-FLOSS<sup>®</sup> Brand Bath and Shower Products to the nation's leading retailers, regional chains and local "mom and pop" shops, as well as hotels. We have grown over the years by listening to our customers and those who have purchased our showerheads, shower accessories and pet bathing products, to learn what we can do to improve our existing products and introduce new products.

Take a tour through our sites and learn more about RINSE ACE<sup>®</sup> Brand shower heads, shower accessories, baby rinsers, bath safety products and dog bathing supplies and PRO-FLOSS<sup>®</sup> Brand oral irrigators.