



Rinse Ace[®] Deluxe Sink Baby Rinser Product Fact Sheet

FOR IMMEDIATE RELEASE



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DESCRIPTION: Now you have complete control to prevent water and suds from getting in a baby's eyes. Simply install the enclosed faucet aerator one-time, then snap on the 3-foot hose easily anytime. The 3-setting, variable flow sprayer makes bath time a convenient and comfortable experience for you and the baby. Say good-bye to messy cups and pitchers or flimsy hoses that blow off.

DETAILS: Each package includes one faucet aerator and 3' hose with 3-setting variable flow sprayer.

- Rinse Ace[®] aerator installs one-time on your existing faucet
- 3' hose quick-connects to the Rinse Ace[®] aerator
- 3-setting sprayer provides a comfortable bathing experience
 - GENTLE drenching spray
 - PULSATING massaging spray
 - CONCENTRATED targeted spray
- Easy-glide lever adjusts water flow from pause to light to full

AVAILABILITY: The Rinse Ace[®] Deluxe Sink Baby Rinser is available at buybuy BABY stores and www.buybuybaby.com.

PRICE: The manufacturer's suggested retail price for the Rinse Ace[®] Deluxe Sink Baby Rinser is \$29.95.

MORE INFORMATION: For more information about Rinse Ace[®] Brand products, please visit www.rinseace.com or call 262.703.0011. High resolution images available upon request.

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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[®] and PRO-FLOSS[®] 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[®] Brand shower heads, shower accessories, bath safety products and dog bathing supplies and PRO-FLOSS[®] Brand oral irrigators.