



FOR IMMEDIATE RELEASE

## Bathing a Child in the Sink is Easy – & No More Tears!

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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® Deluxe Sink Baby Rinser to now ensure a convenient and comfortable bathing experience for the youngest member in the home.

Say goodbye to awkward rinse cups or pitchers that make soap and water get in delicate young eyes, and flimsy hoses that "blow off" and startle little ones. The patented Rinse Ace® Deluxe Sink Baby Rinser gives an adult complete, rinsing control. The 3-setting sprayer delivers a full body spray; a concentrated spray for targeting water flow to avoid delicate areas; and a massaging spray for a pampering effect. The lightweight, ergonomic sprayer also features an easy-glide lever which allows the water flow level to be adjusted from pause to light to full with one finger. The lock-in-place 3' foot hose easily reaches a child in a baby tub placed over the sink.

How it Works:

Twist the patented RINSE ACE® aerator onto an existing faucet just one time. No plumber is required. The RINSE ACE® aerator does not affect your faucet's every day use. When ready to bathe a child, attach the three foot hose to the aerator with just a quick push and slight turn of the wrist. Water flows only from the sprayer when the lever is moved. After bath time, detach the hose and store it away.

Rinse Ace® Deluxe Sink Baby Rinser is available at buybuy BABY for under \$30. You can also purchase online from the manufacturer at [www.rinseace.com](http://www.rinseace.com) or by phone at 1-800-867-4673 and 1-262-703-0011.

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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, baby rinsers, bath safety products and dog bathing supplies and PRO-FLOSS® Brand oral irrigators.