



Los Angeles (July 2009) – In January 2006, Kid Basix founder Bret Plate awoke to discover that his wife, Mindy, had thrown out all of the plastic water bottles in the house after reading an article in *Mothering Magazine*. The article detailed the health dangers associated with many of the petrochemicals used to manufacture plastic, chief among them Bisphenol A (BPA).

Mindy Plate, who for years had reused her water bottles over and over to reduce the family's plastic waste, immediately replaced those plastic water bottles with half a dozen stainless steel water bottles she'd found online. A few weeks later, Bret started to wonder about his son's plastic sippy cups. When he discovered that most were made with plastic that contained BPA, a simple but powerful thought occurred to him: Why couldn't you make a sippy cup from stainless steel? Thus was born Kid Basix and its flagship product, The Safe Sippy™ stainless steel sippy.

Since then, Kid Basix has helped ignite a revolution in children's drink ware. With the customer and retailer feedback it received on The Safe Sippy™ cup, it immediately started design work on The Safe Sippy2™ cup. The next generation cup incorporates the features parents requested most: a dust cap to keep the spout clean; a travel plug to keep bags clean; and, most importantly, a straw and straw adapter that instantly transforms The Safe Sippy™ cup from a sippy into a straw bottle.

Following close on The Safe Sippy2™ cup's heels was The Safe Sporter™ water bottle and The Safe Starter™ stainless steel baby bottle, which has been called "the coolest baby bottle in the world." These four lines – The Safe Sippy™, Safe Sippy2™, Safe Sporter™ and Safe Starter™ – now form the basis of the company's stainless steel product lines. They have quickly established Kid Basix as an admired industry leader in non-toxic and sustainable children's drink ware and cemented its reputation for great and green design geared towards the modern mom.

Still focused on environmentally friendly products for the family, the company is now at work on their next generation of products, which are also envisioned as part of the "Safe" brand.

"People can have a huge positive impact on their own health and the health of the planet with very small effort," says Kid Basix CEO Bret Plate. "For years, my wife reused plastic water bottles because she understood the enormous waste inherent in single-use bottles: Americans discard about 30 billion water bottles every year, 85% of which go straight to landfill or incinerators.

Now that we are delving more deeply into the math, the real extent of the problem is becoming very apparent. A single plastic bottle requires at least five ounces of oil to make and leaves a carbon footprint of 3.6 pounds of CO₂. If everyone in the U.S. bought a \$90 countertop water filter and switched to stainless steel water bottles, we would greatly reduce plastic landfill, lower our carbon footprint by 108 *billion* pounds *per year*, reduce our dependence on foreign oil...and the average American family would save nearly \$1500 per year to boot. Those are pretty exciting numbers for such a small change in behavior.

"With our growing awareness about these incredible opportunities to have a positive impact on the world we are going to leave our children, we are extremely excited to be adding to the 'Safe' brand; stainless steel is known for being sustainable, reusable and recyclable. We're really committed to creating innovative products which are safe, non-toxic and better for the environment and its heartening to see how much the world has changed since we introduced The Safe Sippy™ cup."

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