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MOMS FINALLY GET THEIR WISH – A CLEAN, SAFE SIPPY CUP
*The Safe Sippy™ Stainless Steel Drink Cup Provides
an Eco-Friendly Alternative to Plastic Sippy Cups*

Los Angeles (September 2007) – Kid Basix LLC announced this month the launch of its highly anticipated alternative to plastic children’s beverage cups – The Safe Sippy™ stainless steel drink cup. The Safe Sippy™ cup breaks away from the all-plastic sippy cup designs of the past. From the clean, non-leaching stainless steel cup to the unique safety features to the plastics certified or tested free of Bisphenol A and other harmful chemicals, The Safe Sippy™ cup was created to accomplish one simple goal: Clean In, Clean Out.

For years, scientists have sounded the alarm about the threat from chemicals, such as Bisphenol A, that leach from plastic food and beverage containers. Research has linked these chemicals to a host of health-related issues. It is well established that chemicals such as phthalates and Bisphenol A have the most damaging effects on young children, whose bodies are still developing. As these studies were covered in the press, website mommy blogs filled with postings from concerned parents. There had to be a safe alternative, and now there is – The Safe Sippy™ stainless steel drink cup.

Every aspect of The Safe Sippy™ cup was carefully thought out. It starts with the clean, non-leaching medical-grade stainless steel container. The cup has a sleek, modern look that comes in three bright colors: pink, blue and green. The spout is shaped like a straw because recent research has shown that wide, flat drink spouts can cause developmental and speech problems in young mouths. The handles are removable once a child is big enough to grip the bottle using the ribbed waist. The colorful protective sleeve provides insulation against cold liquids and acts as a cushion to protect the cup. Best of all, any plastic used on the cup is certified free of Bisphenol A, phthalates and DEHA.

“I created the cup because my wife and I had done extensive research about the toxic effects of chemicals used to make many plastics,” says Bret Plate, C.E.O. of Kid Basix and creator of The Safe Sippy™ cup. “Every morning, our son would wake up asking for water, and it drove me crazy that I had to give him water in plastic sippy cups that I knew might be unsafe. One day I thought, if I won’t drink out of plastic bottles, why am I letting my son do it?”

The Safe Sippy™ was launched in Las Vegas at the 2007 ABC Kid’s Expo, the nation’s largest children’s trade show. It retails for \$14.95 and is available at a growing number of retailers and speciality boutiques in the U.S., Canada and England, as well as online at www.thesafesippy.com.

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