

## FOR IMMEDIATE RELEASE

### Wee Ones Introduces 15 Mixable Scents In New Utubia Tearless Kids Shampoo Collection

*St. Peters, Missouri – December 21, 2009*--- Wee Ones is pleased to launch its new Utubia Tearless Kids Shampoo collection of 15 mixable scents inspired by such sugary confections as Orange Creamsicle, and root beer float. “Shampoos can be mixed together to create fun scents,” says co-creator Susan Barton. “For example, strawberry plus cupcake equals strawberry shortcake.” Barton, a Wee Ones Account Executive, explains that she and a partner began designing Utubia two-in-one shampoo-conditioner line six years ago, to make washing hair a more inventive, interactive process for kids. “With 15 scents available, the possibilities are endless,” she says. “Children get to be creative.”

Barton originally distributed Utubia solely to professional hair salons, but widened her scope to include Wee Ones in November as word-of-mouth buzz sent client requests for the tearless shampoo-conditioners soaring. “Utubia is so unique because it’s a high-quality product that encourages children to be curious about, and open to, different kinds of food flavors,” says Betsy McPherson, President of Wee Ones. “So kids use their imaginations even during bath time.”

Utubia comes in 3 different packs of five 2 oz. bottles. The “Malt Shop” pack includes vanilla, root beer, orange, strawberry and chocolate; “Sweet Treats” includes blue raspberry, bubble gum, peanut butter cup, cotton candy, cupcake and “Fruit Salad” includes banana, papaya; pineapple; green apple, and blue raspberry. Each pack of five two-ounce bottles of shampoo-conditioner retails for \$15.00. Minimum orders start at \$45. Wee Ones also offers a “Utubia Starter Kit” for hair salons which includes eight 1 gallon pump dispensers (salons can choose their 8 scents from the 15 available choices), point of sale materials, wooden display cart, cups for mixing, sixty-four 8 oz. bottles and caps with Utubia labels for kids to personalize their creations and take them home.

Wee Ones ([www.weeones.com](http://www.weeones.com)) has been the nation’s premier provider of infant and girls’ hair accessories since 1976. What began with a collection of hand-painted barrettes has expanded, over more than 33 years, to include flip-flops, hats, tote bags, belts, pacifier clips, and more. In addition to the Utubia Tearless Kids Shampoo line, Wee Ones also recently launched a line of custom printed ribbons and interchangeable bow flip-flops. Wee Ones is an 11-time Earnie Award-winner for Excellence in Design. The award is given by *Earnshaw’s* magazine for children’s accessories and apparel.

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