

# babyMaternity

May 2016

www.babymaternityretailer.com

RETAILER

Stephan<sup>®</sup>  
Baby

Making Tears Disappear  
Since 1987!

## HOT PICKS

*Products to protect your  
little one from the sun!*

### ALSO INSIDE:

Terrific organic skincare  
products for mom and baby.

**ABC SPRING EDUCATIONAL CONFERENCE**

May 10<sup>th</sup> - 12<sup>th</sup> • Tampa Convention Center



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**Stephan Baby**  
Making Tears Disappear since 1987!

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## 30 Years of Delightful Gifts for Little Ones

Stephan Baby began in 1987 as Stephan Enterprises when Jan Stephan, who was working as an independent gift rep, designed a child-friendly comforting toy in the shape of a bunny. Using washcloths purchased from K-Mart, she made the bunnies in her living room and then sold them by the dozen in a basket to gift stores she called upon. The Boo-Bunnie® Comfort Toy was born!

This durable little plush bunny features a reusable ice cube filled with distilled water that fits securely in the bunnies' back. When stored in the freezer or fridge and used to comfort a child's minor boo-boo, tears really do disappear by cooling the hurt area and distracting attention away from the child's boo-boo. In a matter of minutes, little ones are calm and happy.

The company quickly grew to include more than 500 unique, heartwarming gifts which focus on Baby's first year. Our 30-year-old flagship item, the Boo-Bunnie® Comfort Toy, continues to be a top seller and has been the recipient of many awards over the years. It is available in many Apparel and Specialty Gift stores, Hospital gift shops, at [www.stephanbaby.net](http://www.stephanbaby.net) and on Amazon.

Today, Stephan Baby enjoys business on an international scale and continues to offer uniquely designed gifts for little ones. Jan (now Jan Campbell) still takes an active hand in designing and developing new products. Since the success of the Boo-Bunnie®, Stephan Baby has created and trademarked numerous other comforting products including Cuddle Buds® security blankets and Chewbies® teething and activity toys. The product line includes adorable clothing in preemie up to 12 months sizes, various types of blankets, plush toys, and accessories, along with Keepsake and Inspirational gifts. Packaging for our gift items



is versatile, recyclable and can be re-purposed in the home. The longevity of the brand and the classic nature of its products are a testament to the quality and value that Stephan Baby provides to its customers.

Despite our global reach, we still operate with a small, close-knit group of employees out of our headquarters in the community of Pierceton, Indiana. Donations of clothing and toys are regularly given to organizations in our county and across the USA.

Contact us with general questions at: [stephan@stephanbaby.net](mailto:stephan@stephanbaby.net). You can also find us on Facebook, Instagram, Twitter, and Pinterest! Our normal hours of operation are Monday-Friday from 8:00am to 5:00 pm EST.

