

Juju Band Family Adds a New Collection to Aid Colic Relief in Babies

LOS ANGELES, Calif., April 5 (SEND2PRESS NEWSWIRE) – Julie Acevedo and Julio Guerra of Juju Concepts LLC announce the new additions to the Juju Band family. The Helmet collection was inspired by an invitation to attend the 2010 Super Bowl. “Our company wanted to focus on something that included the well being of the entire family and sports were the natural choice for us.”

The soft and playful patterns all have a football theme this season but we will be extending the sports themes to include basketball, baseball and soccer in the future. All products in the Juju Band family will include the new football and the starting lineup is a light shade of baby blue.

Next, “we polled the Juju Band families for their opinions and the Dora Collection was suggested by several of our parents. They love the positive point of view and emphasis on tradition that the adorable Dora represents so we added the pattern.” The Blue Teddy and Pink Bunny Collection are perfect for a gender specific baby shower or for those that are decorating with traditional thematic colors.

“The Juju Band Pastel Polka Dots collection is great for parents that want a chic gender neutral baby item. The Pastel Polka Dots collection is available in Yellow, Blue, Green and Lavender. The new choices have really increased interest in our line because there is something that fits every personal taste and we know that parents only want the best for their babies.”

Although Juju Band is an old tradition in our families, the whole concept is new to many parents that have emailed us with questions about the Juju Band Binder’s use and safety. Our first video interview was with Jane Emery from L.A.’s the Place. We decided to talk with Emery about the benefits of the Juju Band Binder which reduces colic and this alleviates some of the stress that is associated with the common children’s health issue. The interview can be viewed online at <http://lastheplace.com> .

In short, the Juju Band Binder is a protective cloth wrap that was developed to prevent diapers from rubbing against the umbilical stump. Diapers can cause irritation and the binder, when used as directed, reduces the chance of infection for newborn babies.

Juju Band baby products include the Juju Bib, Juju Blankie and Juju Comforter, which is perfect for the family outings. All Juju Band products are recommended for the newborn child. Juju products are machine washable and made with cotton. Gifts sets are available in two variations. Gift Set A includes the blanket, bib and binder, available for \$53.00 each. Gift Set B includes the blanket, bib, binder, mitten, cap and onesie size 0 to 3 months, available for \$78.00 each. In addition to the sports themes we are bringing back the Rose Skull Cream which is our biggest seller to date.

The products are sold through Sears at <http://sears.com> and at other fine

baby boutiques across the country. For more information visit <http://JujuBand.com> .

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