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PILLOW PETS® DESIGNED JUST FOR BABIES FACT SHEET

What: For the first time, Pillow Pets is launching products specifically designed for babies --My First Pillow Pet. My First Pillow Pet is a new soft and soothing line that comes in three sizes, 5-inch, 11-inch and the classic 18-inch. They come in beautiful pastel colors that appeal to all babies and match any nursery décor. My First Pillow Pet are appropriate for all ages.



Where: My First Pillow Pet will retail for approximately \$24.99 and will be available at major retailers in January 2018.

Who: Since 2003, Pillow Pet® plush folding stuffed animals have been bringing smiles to the faces of all ages. Pillow Pets plush folding stuffed animals add true function to that warm and wonderful feeling by combining the security of a stuffed animal with the functionality of a pillow. Made of high quality, super soft chenille, Pillow Pets plush folding stuffed animals make the most precious snuggle pal for you or your loved one.



The concept for the snuggly companions was the brainchild of a San Diego-based mother of two, who had grown tired of picking up stuffed animals strewn across her children's rooms.

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