



## **SummerMuff Introduces Eco-Friendly, Organic Cotton Sun Protection Solution for Baby** Sensible, Safe and Soft, New SummerMuff “Sac” is Salvation for Parents and Babies

(RED BANK, NJ - August 24, 2009) – SummerMuff, the soft, comfortable, mom-invented, organic cotton sac that lines infant carriers, strollers, and joggers introduces a sun defense product breakthrough for babies. SummerMuff's new eco-friendly, patent pending design uses 100% organic cotton, woven with natural minerals to block more than 90% of the sun's harmful UVA/UVB rays, which is the equivalent of SPF50 lotion. The top layer that drapes over baby is custom-made UPF50 fabric exclusive to SummerMuff that protects skin from damaging sun-rays. The soft, t-shirt like fabric touches baby's skin instead of the scratchy synthetic fabrics that strollers and carriers are typically made from. Smart parents know they need to protect their children from the dangerous sun and the damage it can cause. If a child gets even one sunburn during infancy, their risk for skin cancer doubles! SummerMuff is the solution.

SummerMuff is available in three colors; pretty pink, baby blue and natural and comes in two sizes; large (ideal for strollers and joggers) and small (ideal for infant carriers).

On warm, sunny days, founder and mompreneur Colleen Challenger Schropfer was fed up with the time she had to spend lining the back of her stroller with soft blankets and cloth so her baby's bare skin wasn't scratched by nylon and polyester. She also wanted to heed her pediatrician's advice and not put greasy sun block on her baby's sensitive skin. So she tried lots of contraptions on the market that fell off, poked her in the eye and blocked her baby's view. Nothing worked.

In designing the new eco-friendly organic SummerMuff, Schropfer said, “We've managed to achieve both comfort and safety with maximum protection from the sun and maximum comfort for baby.”

SummerMuff's thoughtful design lets parents easily slip baby in and out and fits virtually all three and five point harness systems, making sunny days easier and more enjoyable. The light-weight, soft cotton SummerMuff is machine washable and intelligently designed with large buttons and zippers to allow for maximum air flow, ensuring baby is cool and comfortable, with a likely outcome of long naps. Parents get the ease and simplicity with maximum protection, while babies get super soft cotton to rest on. SummerMuff is the alternative to the effort and risks involved when using greasy sunscreen lotions that need to be reapplied or complicated umbrellas and parasols that block baby's view.

SummerMuffs wholesale for \$36.00 each, and retail for \$59.99 each. Wholesale order forms can be requested by sending an email to [david@summermuff.com](mailto:david@summermuff.com). Bulk discounts are available.

### **About SummerMuff, LLC.**

SummerMuff is a privately held, eco-friendly company based in Red Bank, New Jersey that designs, manufactures and sells to retailers. Their products use custom-made 100% organic UPF50 cotton fabric, the equivalent of using SPF50 lotion on baby, for the maximum UV protection available. The products also line the stroller to let baby rest on cool, soft organic cotton to prevent the sweating and itching caused by synthetic stroller fabrics. The company was founded by a mom who needed a product to protect her children that was unavailable anywhere else in the world; so she invented it. For more information visit [www.SummerMuff.com](http://www.SummerMuff.com) or call 732-741-3023. See SummerMuff at the ABC Kids Expo at booth #1116.

###

MEDIA CONTACT:  
PJ Inc Public Relations

Pamela Johnston / Judi Santana

[Pamela@pjinc.net](mailto:Pamela@pjinc.net) / [Judi@pjinc.net](mailto:Judi@pjinc.net)

212.629.8445