

the
first
years™



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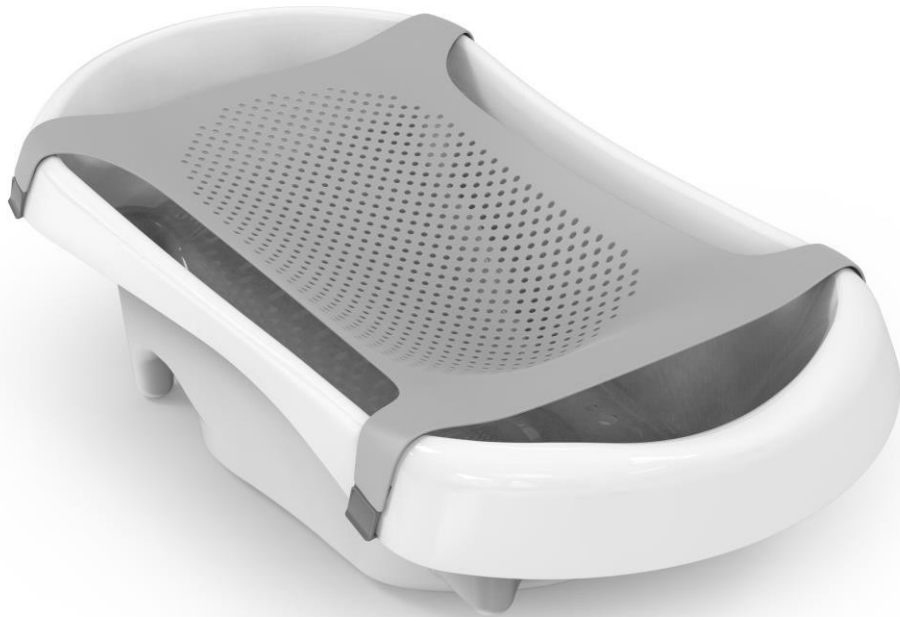
Bath
Time



First Suds Bath



NEW Sling!
Soft, silicone-
like feel



Key Features/Benefits:

- NEW! Soft TPE sling improves baby position and comfort
- Designed to grow with baby through 3 stages;
 - Sling cradles first-time bathers in comfortable position, making it easy to reach and clean for parents
 - Two positions in tub – one end supports baby when first sitting up and other end has more space as baby grows
- High sides make it convenient and safe for bathing once baby is sitting up unassisted
- Age grade: 0 mo. – 25lbs.
- Great item for baby registry

Rain Shower Baby Spa Bath



Key Features/Benefits:

Enjoy spa-like experiences at bath time with your little one. Shower handle adjusts as Mom needs for cleaning and soothing baby, and includes a soft, silicone brush for added relaxing sensory experience for baby.

Deluxe multi stage tub suits baby's needs from newborn to toddler, with new silicone-like sling

Designed to give baby calming comfort and helps mom's confidence bathing newborn with easy access in sink and adult bathing

Tub design allows for a continuous water stream to keep baby warm.

Designed to fit in single and full sized sinks and in full size tub

Age grade: 0 mo. – 25lbs.

Great item for baby registry

Rain Shower Baby Spa - accessory



Compatible
with any
baby tub

Key Features/Benefits:

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Designed to give baby calming comfort and helps mom's confidence bathing newborn with easy access in sink and adult bathing.

Designed to fit in full size tub for use with sitting up toddler.

Age grade: Adult use only

Great item for baby registry

Bath Tubs



Key Features/Benefits:

- SLING INCLUDED:** Infant sling is packaged right inside the tub
- NEWBORN BATH:** Mesh sling provides extra support and comfort during first bath times
- GROWING BABY BATH:** Deep ergonomic tub design with pad to help hold growing baby better while bathing
- TODDLER BATH:** Toddlers are supported on the upright side of the tub with plenty of room to play
- EASY CLEAN:** Mesh sling is machine washable and dryable, anti-slip pads are mildew-resistant

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Bath Toys



Bath Toys



Key Features/Benefits:

- What could be more fun for little bathers than hanging in the tub with their favourite Disney friends? Each of the toys in the Disney Squirt Toys 3-Packs is cute, colourful, and perfectly compact for little hands. Kids will love the squirting action and playing in the tub with all the Finding Nemo characters!

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Potty
Time



Super Pooper Plus Potty



Key Features/Benefits:

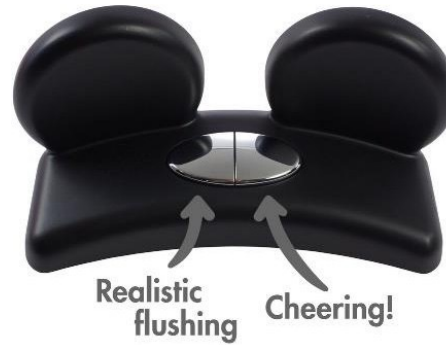
- Looks like adult toilet to encourage toddlers to begin potty training
- Integrated foot lift for improved comfort and positioning for toddlers learning to use potty
- Design combines looks-like adult toilet with transition seat as child progresses in training process
- Realistic flushing and cheering sounds add engagement and encouragement while training
- Age grade 18m+

Foot lift
provides
improved
comfort and
positioning

Mickey ImaginAction Potty



Customize your look!
Optional tank sticker included



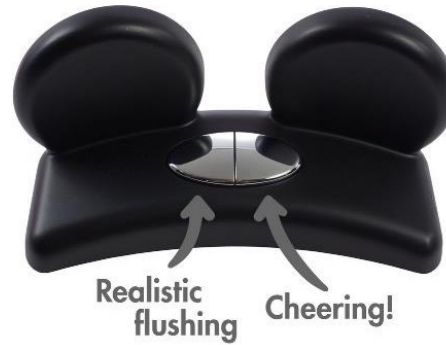
Key Features/Benefits:

- 2-in-1 potty training toilet seat with fun Mickey Mouse design
- Toilet training seat detaches to fit on full-sized toilet once child is potty trained
- Digitally connects to free Share the Smiles app to help encourage your child during potty training!
- Realistic flush handle makes rewarding sound
- Includes sticker sheet with both scan-able character stickers and bonus non-scan-able stickers for extra fun!
- Age Grade 18m+

Minnie ImagineAction Potty



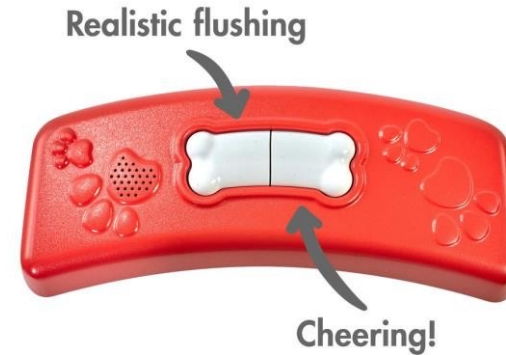
Customize your look!
Optional tank sticker included



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- Realistic flush handle makes rewarding sound
- Includes sticker sheet with both scan-able character stickers and bonus non-scan-able stickers for extra fun!
- Age Grade 18m+

Paw Patrol Potty & Training Seat



Key Features/Benefits:

- 2-in-1 potty training toilet seat with fun Paw Patrol design
- Toilet training seat detaches to fit on full-sized toilet once child is potty trained
- Realistic flush handle makes rewarding sound
- Includes sticker sheet and reward chart to track potty training progress
- Age Grade 18m+

Soft Grip Trainer Seat 1pk



Soft grip handles



Easy to clean
one
piece
design

Splash guard helps reduce mess

Key Features/Benefits:

- One-piece trainer seat fits on your family toilet
- Wide, soft grip handles offer comfort and security
- Pee shield helps to reduce mess
- Easy to clean. Fitting on your family toilet, it has wide, soft grip handles for comfort and security, plus a high, soft pee shield to help reduce mess
- Age Grade: 18 months+

Soft Potty Rings



NEW
all
2020



Key Features/Benefits:

- New Franchise packaging available
- Encourage your child to use the adult toilet with this potty seat featuring a fun Disney theme
- Soft cushion for an extra comfy seat
- Easy-grasp handles help child feel more secure
- Easy-to-clean design
- Age Grade 18M+

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Nursery



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Booster Seats



Licensed Mealtim Seats



Key Features/Benefits:

- Adjustable, dishwasher-safe tray with cup holder
- Three-point harness for security. Nylon straps
- Attaches to most standard adult chairs
- Back folds down for easy transport and storage
- Contoured and comfortable seat
- Grows with baby infant to toddler, 6m+

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Infant Feeding



Double Sponge Bottle Brush



Key Features/Benefits:

- Double sponge makes bottle cleaning easy
- Soft bristles won't dull bottles
- Swivel out nipple brush conveniently stores in the handle
- Two sponges make it easier to clean rims and bottles in one cleaning
- Age Grade: Adult use only

Spin Stack Drying Rack



Key Features/Benefits:

- Space-saving drying rack for bottles, nipples, pacifiers, pump parts and more
- Holds up to 16 bottles
- Two adjustable spinning levels, it drains directly into the sink and can be easily stored under kitchen cabinets or stored flat
- Age Grade: Adult use only

The First Years Infant Feeding Line





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years®

Toddler
Feeding

2021 Product Strategies



Expand the target age of the sippy cup portfolio with **innovative solutions**



Drive **incremental purchase** & Take & Toss brand messaging



Refresh current property mix & leverage licensed opportunities through **promotions**

2020-2021 The First Years Sippy Cup Line Architecture



6m+



7oz Teethe-Around Trainer (CF)

9m+



9oz Drop Guard Soft Spout

12m+



Insulated hard spout

18m+



Insulated Drop Guard Straw

24m+



NEW
12oz Sip & See Water Bottle



7oz Drop Guard Trainer



NEW
Sip Around Spoutless cup



Flip Top Straw/
Name Tag Charm



NEW
7oz My First Open Cup

Teethe Around Trainer Cup



Key Features/Benefits:

- 6m+
- Silicone lid with textures for soothing tender gums
- Textures also prepare babies mouth for texture
- Removable trainer handles
- Easy to clean
- Spout cover

The Sip Around Spoutless Cup

A 2-in-1 spoutless solution that combines an all silicone lid with an open cup



Key Features/Benefits:

- 9oz
- Age grade: 12m+
- Silicone lid w/ valves along the edge
- Translucent silicone for child to see liquid coming toward them
- No thread cup can be used as open cup
- Lid cover for on the go convenience
- Easy to clean



All Silicone lid



Travel Cap



Open Cup



Take & Toss[®]
use again & again™

Cups &
Mealtime

T&T Social Content Strategy

How do we bring new life to our historic Take & Tossbrand?



Take & Toss is multi-use.

So your toddler graduated from sippys. Congrats! Now what to do with all these cups?

There are hundreds of ways to use Take & Toss, so don't **TOSS** us when you're done. Reduce, re-use, recycle!



Take & Toss is great for on-the-go.

Need a snack or some sips for on the go? **TOSS** our Take & Toss cups in your diaper bag for later.

Our cups are lighter than the average sippy, so that's one less bulky item to lug around. Sip Sip Hooray!



Take & Toss is durable.

We ran this cup through the dishwasher 200 times, and pulled the lid off 10,000 times (wow!!), without compromising the lid or the cup.

Go ahead – let your toddler **TOSS** this cup around.

2020-2021 Take & Toss Line Architecture

4m+



Infant spoons
12/16 pack

6m+



6pk 7oz sippy

9m+



Toddler Flatware
12/16 pack

12m+



4pk 10oz Sippy
Cups

18m+



4pk 10oz Straw
Cups



4pk 7oz sippy w/
Trainer handles



6pk 8oz Bowls/lids



4pk 10oz Sippy
boy/girl



4pk 10oz Straw
boy/girl



3pk 10oz Licensed
Sippy

T&T Bonus! 4 pk Sippy Cups

**BONUS
FREE activity
sheet**



Key Features/Benefits:

- Special bonus 2 sided activity sheet included in 4 pack of T&T sippy cups
- Activity sheet includes look & find activities
- Snaps-on, valve-free, spill proof lids are easy to clean
- Lids are interchangeable with most other Take & Toss products
- Uses less plastic than the traditional sippy cup
- Dishwasher safe | BPA free
- 10 oz

T&T Shrink Wrap Bin Opportunities



Y6468



Y6469



Y6472



Y6473



Y11545



Y11546

Key Features/Benefits:

- Take & Toss cups in shrink wrap packaging make the perfect bin opportunity
- Snaps-on, valve-free, spill proof lids are easy to clean
- Lids are interchangeable with most other Take & Toss products
- Uses less plastic than the traditional sippy cup
- Dishwasher safe | BPA free

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Licensed
Toddler
Feeding



2020-2021 Licensed – Sippy Cup Line Architecture

9m+



NEW

7oz M/M
Weighted Straw
Trainer



12m+



Insulated hard
spout



18m+



Insulated Drop
Guard Straw



24m+



NEW

12oz Toddler
Water Bottle



NEW

All Silicone Lid
9oz Spoutless
cup



REDESIGN

lip Top Straw w/
Name Tag Charm

7oz Weighted Straw Trainer

The only licensed weighted straw cup



Y11452



Y11451



Y11490



Y11491

Key Features/Benefits:

- 9m+
- Sip at any angle
- Encourages babies to drink from a straw cup at an earlier age
- Silicone Straw
- Spill Proof

Sip Around Spoutless Sippy

A 2-in-1 spoutless solution that combines an all silicone lid with an open cup



Y11457



Y11458



Y11459

Key Features/Benefits:

- 9oz
- Age grade: 12m+
- Silicone lid w/ valves along the edge
- No thread cup can be used as open cup
- Lid cover for on the go convenience
- Easy to clean

Sip & See Water Bottle

The only toddler water bottle with a fun “toy like” feature to encourage hydration

Charm
adjusts to
height of
liquid inside



Y11465



Y11466

Drop Guard
Bumpers =
greater
durability

Key Features/Benefits:

- 24m+
- Floating charm makes sipping fun, easy to clean
- Encourages toddlers to drink more water
- Flip top straw perfect for on the go
- Flexible carrying handle
- Drop Guard bumper on lid and cup base for added durability

Mickey & Minnie Suction Plate



Key Features/Benefits:

- Strong suction cups to keep plate in place
- Groovy interior wall for easier scooping
- Bold character graphics
- Sectioned plate divides foods
- Made without BPA
- Age grade: 9m+

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Healthcare





Deluxe Health Care &
Grooming Kit



Baby Health Care kit



Thank
you
the
first
years[®]

Thank You



**THANK
YOU**
