

# apple cheeks™

Reusable diapers for the discerning parent.



### **Trim Tushes make for Trendy Tots**

New AppleCheeks Diapers, the very latest in washable diapers, use advanced technology to provide stylish options for economical parents  
*Who knew 'going green' could be easy – or look this good!*

**MONTREAL (Quebec), June 25, 2008** — Show us those happy, dry cheeks! New AppleCheeks™ launches a next-generation washable diaper designed and manufactured in Canada. The new diaper incorporates the very latest techno fibres in a modern spin on the traditional cloth diaper. The result: exceptional performance, a minimum of muss or fuss, and a sleek, stylish look for baby. Plus a host of support tools for converts to washable diapering.

Washable diapers are all the rage. Time magazine recently noted cloth diapers, the kind washed and reused at home, “have developed cult followings.” It’s an increasingly mainstream movement for people concerned about leaving a smaller footprint, wanting to save money over pricey disposables, or who are convinced cloth diapers are the healthier choice, with less risk of allergies or rashes.

Leading the way for this new breed of consumer: AppleCheeks™’ developers, two forward-looking entrepreneurs – Ilana Grostern and Amy Appleton Venu – who both are mothers with children in washable diapers. In 2006 the pair opened La Boutique AzureWraps, a Montreal-based store that supplies sustainably-produced and environmentally-responsible clothing, accessories and body care products for babies. All salespersons at the store are washable diapering moms themselves and bring nursing tots along with them to work!

Appleton and Grostern are firm believers in washable diapers themselves, but early on found most of the options available – such as cotton reusable absorbent inners, and ill-fitting waterproof outer covers – didn’t meet their needs.

“Our research was conducted very close to home,” says Grostern. “My business partner and I have both been using washable diapers on five children all together. We have a lot of experience personally, and the many women who attend monthly washable diaper workshops in our boutique and who have been using our products also provided important feedback.”

### **Why AppleCheeks™ are not your grandma’s diaper....**

**What you see:** Instead of old-fashioned rubber pants, the new system has a breathable, soft polyurethane laminate cover, which is available in 12 attractive colors! It fits snugly yet comfortably, thanks to soft elastic at the openings, and a double row of easily-adjustable snaps at the waist, providing superior leak protection. This marks a giant step forward over other similar models on the market.

**What's inside:** Diapers made of the most advanced blend of natural fibres, featuring 55% hemp and 45% cotton, a gentle combo that provides four times the absorbency of cotton alone! Bamboo/organic cotton inserts will be available mid-2008. Made to be washed at home and reused again and again. The cover features a butter-soft microfleece-lined interior, so only the softest fabrics touch your baby's delicate skin.

**An AppleCheeks™ exclusive:** *Complete customer support.* "We're also dedicated to providing consumers with everything they need to know about enjoying our washable diapers," says Appleton. "We will never send you off with our diapers and tell you to figure it out yourself. We are right there with you, every step of the way." This means providing first-time users with all the tools necessary to be able to diaper successfully. Their goal – a comfy baby in a dry, attractive diaper, and a proud and satisfied parent to boot! These tools include a written information package and how-to-diaper tutorial DVD, as well as a toll-free help line and a wide range of web tools.

AppleCheeks™ will be available as of July 2008, with a suggested retail price of \$20. They may be purchased at La Boutique AzureWraps in Montreal or through the dedicated website: [www.AppleCheeks™.ca](http://www.AppleCheeks™.ca). They will be coming to independent retailers across the country in the very near future..

**AppleCheeks™ and AzureWraps:**

AzureWraps, founded in 2006, specializes in environmentally-friendly, sustainably-produced parenting products sold online and through its Montreal-based boutique. The company designed and produces both the AppleCheeks™ and AzureWraps brands right in Montreal. A two-family business, AzureWraps provides a 'mom-friendly' work environment and extensive customer support for all products it makes or sells. [AzureWraps.com](http://AzureWraps.com), [AppleCheeks™.ca](http://AppleCheeks™.ca)

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