



## Take the Tears and Fears Out of Bath Time

~ Soap in the eyes is a thing of the past with Lil Rinser™ ~

**Northport, NY – January 20, 2010** – Bath time fun and games do not have to turn tearful when mom and dad bring out the shampoo. Now, Splash Guard, LLC's patented Lil Rinser gives parents an alternative to the wiggling, squinting, complaining and crying that too often accompanies washing little children's hair. Lil Rinser's soft, form-fitting design creates a crown of comfort over the forehead and ears of a baby or child safeguarding their face from shampoo, suds and soapy water. Eyes, ears, nose and mouth are protected and bath time stays fun from start to finish.

First introduced in 2007, Lil Rinser has rapidly grown into a global brand available in dozens of countries around the world. Retailers in the U.S. include Babies R Us, Buy Buy Baby, Bed Bath and Beyond, Right Start, and Baby Depot at Burlington Coat Factory; in the United Kingdom, Lil Rinser is now sold at Boots pharmacy.

Splash Guard LLC recently completed a successful seasonal run at nationally recognized Kroger Supermarkets and is looking to expand into other grocery and drug store chains.

Dad-preneurs Marty Ciesinski and Chris Dowhie dreamed up Lil Rinser after separately tackling the daunting task of shampooing their own kid's hair. *"I never believed my wife when she said our little ones hated having their hair washed,"* explains Marty, *"but eventually she made me see for myself and I knew I had to find a better way."* With that Marty and Chris put their heads together and the prototype Lil Rinser was born. Three years of rigorous testing and design refinement later, bath time tantrums are a thing of the past in hundreds of thousands of satisfied homes.

Lil Rinser is as simple as it is effective. Using its soft-grip handle, parents and caregivers gently place Lil Rinser against a child's forehead so that its pliable, contoured rim channels stingy soapsuds away from sensitive faces and ears. Children love its bright colors too. Lil Rinser comes in combinations of yellow and blue, turquoise and purple and lavender with dark purple. The one-size-fits-all design makes it perfect for larger households and families on a budget. In addition to its growing presence at respected retailers, Lil Rinser is available online at [www.lilrinser.com](http://www.lilrinser.com) and at Amazon.com, where it has received recognition among the "Movers and Shakers" in baby industry products. The suggested retail price is \$9.99. For additional information, to request a sample or photos please contact Wendy Roberts, Director of Public Relations, with Orca Communications Unlimited, LLC at (480) 346-4004 or [wendy@orcapr.com](mailto:wendy@orcapr.com).

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