



WWW.BABYCANDYSTORE.COM



WWW.LITTLEJOURNEYSBABYWORD.COM

It all began when two companies Baby Candy Store and Little Journeys Baby World met each other through a terrible law called the CPSIA (The Consumer Product Safety Improvement Act) passed in August 2008.

Olivia Logan founder and owner of Baby Candy Store was so gracious to email/inform Me (Caroline Riepler founder and owner of Little Journeys Baby World) that my business was in jeopardy with the CPSIA law.

I couldn't believe it my dreams and many other small mompreneuers, papa pre-neueures, toy companies, manufactures, and other small business who deal with children/baby products where failing apart at the seams.

Instead of us drinking coffee and complaining about it we did certain things to help each other and many others.

And now Baby Candy Store and Little Journeys Baby World is coming together to meet with our State Senator here in Colorado, too ask them to reform the CPSIA.

What will the reform do?



Here is a short version:

- Delay the regulations six months: So that small companies can come into compliance with this law
- Allow small manufactures to use the testing and certifications that their suppliers have done to certify that the components do not contain an impermissible amount of lead.
- Exempt thrift Stores, yard sales consignment shops and other resellers
- Prevent retro-active enforcement of the act.
- Provide a Good Faith Exemption
- Require the CPSC to provide small businesses with compliance guide.

This would greatly help small business stay a float. But we need help of every mommy, daddy, media, blogger, etc to make this reform happen. Call or write your Senator today, it take all of us to make a change.

We can proudly say that we are doing everything possible to keep ours and other companies dreams going.

For more information on what this CPSIA is, please see next page.

You are probably wondering what the CPSIA law is?

Well, here is a short summary of this law:

- Testing of all products for Children 12 years and younger must be tested for Lead and Phthalates
- All products must be certified with every batch you make with a General Certifications of Conformity and a special label with each product.
- Products are like: Toys, Clothing, Accessories, Bedding, Books, Etc.
- All products must be tested even if there is no chance that the product contains these chemicals. (For instance: 100 % Cotton Fabric)
- Older Children/Baby Products can not be sold at yard sales, thrift stores etc, if they have not been tested

Even if you are a hobbyist and sell your children/baby products and craft shows, it still has to be tested.

For more information and sites:

WWW.CPSC.GOV

WWW.AMENDTHECPSIA.COM

WWW.REFORMCPSIA.ORG

WWW.CPSIA-CENTRAL.NING.COM

WWW.LEARNINGRESOURCESINC.BLOGSPOT.COM

WWW.Whatisthecpsia.com

I'm putting a Soothing Boo Boo Bunny on the ouchies of the CPSIA.

Please make the ouchies stop, and reform the CPSIA & so that my Boo Boo Bunny can have some rest.....



A Boo Boo Bunny is a washcloth formed into a Bunny where you can put ice in the middle of his tummy, to sooth those little ouchies.

If The Consumer Product Safety Act is not reformed soon, this Boo Boo Bunny will be living the United States for good. And all those little children with those bumps and bruises will be sad that the Boo Boo Bunny will not be coming to their rescue.

Here is what it would cost me to test my Boo Boo Bunny with 3rd Party Testing that is required by the law by Feb. 2010 (3rd Party Testing is done laboratories which have been accredited by the CPSC) Which is one SKU. And I might make 4 – 5 small Batches a year. Which would have to be test per each SKU.

<u>Materials</u>	<u>Lead Cost per components</u>	<u>Phthalates Cost per C. only if this product is used for Babies</u>
Labels (2)	\$100.00	
Washcloth	\$ 50.00	\$ 450.00
Thread on Washcloth	\$ 50.00	
Ribbon	<u>\$ 50.00</u>	
Total	\$ 250.00	\$ 600.00

This is a total of \$ 700.00 for one Batch of Boo Boo Bunnies. And I retail my Boo Boo Bunny for \$ 5.00. I can not sell that many Boo Boo Bunnies to make up for the Laboratory Costs.

See Next Example



Little Journeys Baby World
 Custom Made Quilt that our Colorado
 Western lovers love for their kids.

But can no longer be made, because of the 3rd
 Party Laboratory Costs



This Western Quilt is Custom Made for all Western Cowboy/Cowgirl Lovers and comes with a Tote Bag to put it in for Children to carry it to Grandma's House.

Here is what it would cost Little Journeys Baby World to test our Western Quilt with 3rd Party Testing that is required by the law by Feb. 2010 (3rd Party Testing is done laboratories which have been accredited by the CPSC) Which is one SKU. And I might make 4 – 5 small Batches a year. Which would have to be test per each SKU.

<u>Materials</u>	<u>Lead Cost per components</u>	<u>Phthalates Cost per C. only if this product is used for Babies</u>
Labels (2)	\$ 100.00	
6 Components for Tote (Thread, Fabric etc)	\$ 300.00	
6 Comp. for Quilt	\$ 300.00	
Batting	<u>\$ 50.00</u>	<u>\$ 450.00</u>
Total	\$ 750.00	\$ 450.00

This is a total of \$ 1'200 for one Batch of Western Quilts. Since Little Journeys Baby World make only 1-2 Quilts per batch, we couldn't make up for the Laboratory Costs.

See Next Example



Baby Candy Store
Custom Made Onesis
For All American Kids
But can no longer be made, because of the 3rd
Party Laboratory Costs



This Cute All American Girl Onesis is especial made for Addy. So it's a one time made product.

Here is what it would cost Baby Candy Store to test their Onesis with 3rd Party Testing that is required by the law by Feb. 2010 (3rd Party Testing is done laboratories which have been accredited by the CPSC) Which is a one time SKU.

<u>Materials</u>	<u>Lead Cost per components</u>	<u>Phthalates Cost per C. only if this product is used for Babies</u>
Onesis	\$ 50.00	
Thread	\$ 50.00	
Labels	\$100.00	
Logo	\$ 50.00	
Snaps	\$ 50.00	
Total	\$ 300.00	

This is a total of \$ 300.00 for one Onesis. Baby Candy Store would have to sell this onesis for \$ 300.00 + 20.00 for the real cost. \$ 320.00. Can you buy a Onesis for \$ 320.00?



If you do not reform the CPSIA law Little Journeys Baby World and Baby Candy Store and many other cute boutiques, toys, designers, grandmas (hobbyist) etc will have to put up a sign and say:



We can no longer stay in business due to the 3rd party laboratory costs that is required by law.

America is a nation of freedom, independence and dreams, please do not stop us from doing that and reform this law.

We don't want to give you the wrong idea, but we truly believe the safety of our children and we need to have products that our lead and phthalates free, but we need to do it so that still the small business of America can still stay alive, have the AMERICAN DREAM, Be INDEPENDENT, and have the FREEDOM and proudly say that its made from an American.