

The Splash Newsletter

Issue 4, Volume 1

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BABIES R US

Available Exclusively at **Babies R Us** or click the links below to purchase the products online.

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[Baby Lotion](#)

What Consumers Say So Far:

[Liz From WI](#) 1.13.10

"This lotion worked great on my little girl. The moisturizing, non-greasy formula really worked. The fact that it is hypo-allergenic, dye free and gentle definitely makes me trust it - and that it is the Sesame Street Brand. I can't wait to try the rest of the line."

[Tessa From CA](#) 2.3.10

"This Body Wash and Shampoo worked wonders on my 3 boys - ages 11 months, 2 and 6 years. It is a great product for all ages - I love that it is tear free. I also like that I can use one product for their hair and body! The product cleans well, is gentle on their sensitive skin and smells great - I will definitely keep using this!"

[Sarah from MN](#) 2.8.10

"We love Baby Elmo! The products work great!"

We'd love to hear what you think about the newest products!

Send your feedback to marketing@thevillagecompany.com and we'll reply with another special offer!

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Dear emily,

Introducing Sesame Street® Baby Elmo!

Details and Special Offer Below

Baby Wash & Shampoo

Keep your baby's skin and hair healthy with Sesame Street® Baby Wash & Shampoo. For added peace of mind, this formula is dermatologist tested, tear free, and hypo-allergenic.

Use this 2-in-1 formula with a light pear fragrance to gently cleanse baby from top to bottom and leave both skin and hair smooth and smelling sweet. The rich, moisturizing lather is non-drying and gentle enough for newborns. In addition, this formula is soap-free, dye-free, and paraben-free.



Baby Shampoo

Developed especially for baby, Sesame Street® offers gentle cleansing and peace of mind with this dermatologist tested, tear free, and hypo-allergenic Baby Shampoo.

Moisturizing ingredients ensure this Shampoo is non-drying and gentle enough for newborns. The rich lather and light pear fragrance will leave baby's hair healthy, silky, and smelling sweet. In addition, this formula is soap-free, dye-free, and paraben-free.



Baby Bath

Create piles of soft bubbles with Sesame Street® Baby Bath. For added peace of mind, this mild formula is dermatologist tested, tear free, and hypo-allergenic.

The formula gentle enough for newborns ensures this bubble bath will leave your baby's skin healthy and the light pear fragrance will leave it smelling sweet. In addition, this formula is soap-free, dye-free, and paraben-free.



Baby Lotion

Sesame Street® Baby Lotion contains Shea Butter and Sunflower Oil for extra skin nourishing benefits. For added peace of mind, this formula is dermatologist tested and hypo-allergenic.

Naturally moisturizing ingredients ensure this Baby Lotion is non-greasy and gentle enough for newborns and every day use. The rich, creamy formula and light pear fragrance will leave the entire body smooth and smelling sweet. In addition, this formula is both dye-free and paraben-free.



Sesame Street® bath products have been trusted for over 20 years. No animal testing/ ingredients.



Save \$1.00 on the purchase of any one Sesame Street® Baby Elmo product from The Village Company. Click the link below to print one coupon. Details and restrictions are printed on the coupon.

[Click Here to Print the Coupon](#)