

LolliDoo® Diapers a Finalist for Innovative Design Award by JPMA

100% eco-friendly, all-in-one cloth diapers impress Juvenile Products Association.

Aug. 27, 2008 - [PRLog](#) -- The Juvenile Products Manufacturers Association, Inc. guides parents toward safe, 'good for your kid' products and a nod from this organization is only bestowed on a favored few. LolliDoo® Diapers, a first-of-its-kind, new cloth diaper that keeps babies dry without harmful chemicals, is a finalist for the prestigious JPMA Innovation Award. The announcement of winners takes place during the JPMA Press Conference at 8:30 AM on Sunday, September 7, 2008.

Standing out in a competitive category, LolliDoo® Diapers distinguish themselves with their:

--Unique composition of completely sustainable materials that wick away moisture; Diapers are created from recycled, ultra-soft Ecospun® performance fleece.

--Guiding 'green' philosophy that influences everything from raw goods to manufacturing to distribution to a planned recycling program.

--Baby-friendly, healthy construction:

- FREE of Dioxin, Sodium Polyacrylate (absorbent gel), Tributyl-tin (TBT), Polyurethane (PUL), chlorine and fragrance.
- 100% Machine washable and re-usable.

Committed Mompreneurs and Founders, Melissa Morgan and Alison Manes, who walk the talk, living green lives, partnering online, are launching LolliDoo® at ABC Kids Expo in Las Vegas, September 7-11, 2008.

The Straight Poop on LolliDoo:

LolliDoo® Diapers utilize a technical fabric that wicks moisture away from the skin toward the breathable outer layer, where air circulates to dry accumulated moisture. Tests under 'extreme diapering conditions' (toddlers and overnight use), show that despite large quantities of urine output, baby's bottom is as dry as it was when the diaper was first put on.

LolliDoo Diapers save precious resources. They thrive in cold-water washing and come out of the washing machine spin cycle almost completely dry.

Just a few minutes in the dryer or on the line, and they're ready to wear. No cloth diaper on the market today can make this claim.

The Dirt on Disposables:

- There is no safe way to dispose of a disposable.
- Over 92% of all disposable diapers end up in landfills, posing a threat to underground water supplies and creating potential airborne illnesses.
- Disposable diapers use 20 times more raw materials (crude oil, wood pulp) than cloth diapers to manufacture.

- Over 300 pounds of wood, 50 pounds of petroleum, and 20 pounds of chlorine are used to make disposable diapers for one baby for just one year.

The Scoop on JPMA

The JPMA Innovation Awards Competition highlights some of the most exciting new products in the marketplace today. Each year, more than 100 companies enter their most cutting edge products for this renowned competition, but only 10 are selected.

What to Do with Poo and More About LolliDoo®

Q. How much water is used to wash LolliDoo®?

A. The amount of water used to launder cloth diapers at home is about fifty to seventy gallons of water every two to three days; this is about the same as a toilet-trained child or adult flushing the toilet five to six times a day. One study has found that homewashing cloth diapers has only 53% of the ecological footprint of disposables.

Q. What do I do with the solid messes in the diapers?

A. You can do one of three things with baby poo. Since our septic and sewage systems are set up for human waste, you can throw the diaper, poo and all, right into the washing machine. Other people choose to spray off the poo with a hand held sprayer in the toilet. Founders Alison and Melissa just plunk the solid poo in the toilet and then wash the diaper.

*It is illegal for solid waste to enter our landfills, so even disposable diapering families should put the poo in the potty.

Q. What do I do with the soiled diapers?

A. LolliDoo®'s preferred method for storing wet and soiled cloth diapers is to place all cloth diapers in a dry covered pail. We'll soon offer wet bags to line your pail and contain messes.

Q. What is in disposable diapers that makes them toxic for my baby?

A. Most disposable diapers contain traces of Dioxin, an extremely toxic by-product of the paper-bleaching process. It is a carcinogenic chemical, listed by the EPA as the most toxic of all cancer-linked chemicals. Most disposable diapers contain Tributyl-tin (TBT), a toxic pollutant known to cause hormonal problems. Disposable diapers contain sodium polyacrylate, a type of super absorbent polymer (SAP) which becomes a gel-like substance when wet. A similar substance had been used in tampons until the early 1980's when it was revealed the material increased the risk of Toxic Shock Syndrome. The Archives for Disease in Childhood published research showing that scrotal temperature is increased in boys wearing disposable diapers, and that prolonged use of disposable diapers will blunt or completely abolish the physiological testicular cooling mechanism important for normal spermatogenesis.

Q. How many diapers do I need?

A. It depends on how often you want to do laundry. A newborn will use approximately 10-12 diapers a day while an older baby will use 6-8.

Q. Why should I buy LolliDoo® diapers since they are more expensive than the ones I

find in stores?

A. Good Question! The diapers you will find in local retail stores are less expensive but much lower quality. They use non-organic, unbleached cotton, and must be layered with an outer cover. Unfortunately, these covers are typically made from non-recyclable plastics or vinyls. Not only that, they will not last nearly as long as LolliDoo®s.

LolliDoo® is a very high quality cloth diaper and you will find that ours DO NOT leak. LolliDoo® is the only diaper made from EcoSpun® and organic cotton. They are much more absorbent and will likely last through multiple children if cared for. This is much more economical in the long run.

Q. What about using LolliDoo® diapers when I'm away from home?

A. Using LolliDoo® diapers away from home is easy. Make sure to include your diapering essentials in your travel bag such as a wet bag, cloth wipes for messy clean-ups along with your favorite Butt Juice or a spray bottle with water, a changing pad, and of course, LolliDoo® diapers. More information on Butt Juice and wet bags are available on lollidoo.com. Store soiled diapers in the wet bag until you get home and then transfer them to wherever you keep the soiled diapers.

Q. Is it possible to use LolliDoo® diapers without having my own washing machine and dryer?

A. Yes! You can use LolliDoo® diapers without owning your own washing machine and dryer. You can manage this quite well by doing diapers at the laundromat. If you prefer to hand wash them, the messes come right out. Since LolliDoo® dry so quickly, you can hang them up anywhere, even in the bathroom for a few minutes, and they will soon be dry.

About Go Green Sustainable Industries (GGSI), LLC

Born from their desire to use eco-friendly and safe diapers for their own babies, Alison Manes and Melissa Morgan created GGSI and the LolliDoo® line of re-usable, all-in-one cloth diapers. In the next few years, the company plans to add other eco-friendly products and services that focus on families and education. The founders are committed to ensuring that all of their products are handcrafted in the USA with eco-friendly, sustainable and ethically processed materials, and that all aspects of the GGSI business are run with respect to minimizing environmental impact. They are also developing a recycling program that allows consumers to return the diaper to them at the end of its useful life, where they'll feed it into existing fiber recycling channels.

GGSI's websites (<http://www.ggsillc.com> and <http://www.lollidoo.com>) also offer a variety of informative articles, tips, resources/links and message forums for the health and eco-conscious parent.

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About LolliDoo Diapers

A revolutionary cloth, all-in-one diaper created with recycled plastic bottles. Eco-friendly, LolliDoo Diapers keep babies dry without chemicals. Unique composition of completely sustainable materials wick away moisture. Machine washable and re-usable.

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