

## **My Royal Heinie® Introduces New Diaper Purses And Accessories to Make Diaper Duty Easier**

*By My Royal Heinie*

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*A new line of diaper bags and accessories for the active mom, featuring an innovative, patented design with baby wipes built right into the front of the bag.*

My Royal Heinie®, the line of mom-invented diaper purses and accessories featuring a patent-pending Smart Wipes Dispenser™, introduces new styles - the Daypack and the Wallet - to improve the way diaper duty is done.

My Royal Heinie is a collection of small, compact diapering accessories designed to keep everything you need to change your baby at your fingertips. All products feature the company's patent-pending, built-in Smart Wipes Dispenser™ so baby wipes can be loaded and pulled directly from the front of the bag, making diaper changing faster, easier, smarter. This clever invention eliminates the need to carry baby wipes in a separate case or to purchase travel wipes, reducing cost, waste and time.

The new Daypack diaper "purse" is a redesign of the original with upgraded features. Measuring just 9" w x 6" h, the Daypack is small in size but big in convenience, constructed to hold everything you need for a day's outing. The cleverly designed pockets and compartments accommodate up to six diapers, a large stack of wipes, cell phone, keys and other personal items. Added stroller straps make it easy to hang on the stroller, and all bags come with a matching changing pad.

Daypack product features include:

- Proprietary, patent-pending, built-in Smart Wipes Dispenser™ made with moisture-lock, heat-sealed pocket lining. Made to work with high-quality, pop-up baby wipes
- Adjustable strap to be used as a wristlet or shoulder bag
- Matching changing mat
- Stroller straps for easy attachment to any stroller
- Hand sanitizer clip
- Exterior cell phone pocket
- Made from 600 denier polyester duck, with 100% nylon pack cloth lining
- Water-repellant/stain-resistant
- Machine washable

The Wallet is a new addition to the My Royal Heinie line. The ultimate diapers and wipes organizer, the Wallet turns any tote or purse into a diaper bag, keeping diapers and wipes at arm's reach when diaper duty calls. Equipped with the Smart Wipes Dispenser™, the Wallet fits 4-6 diapers and a large stack of wipes in a durable, water-repellent pouch. No more searching through your bag for supplies. Just grab the My Royal Heinie Wallet and off to the changing table you go.

Wallet product features include:

- Proprietary, patent-pending built-in Smart Wipes Dispenser™ made with moisture-lock, heat-sealed pocket lining. Made to work with high-quality, pop-up baby wipes
- Ring clip to hang on stroller hook or attach to keys, hand sanitizer, etc.
- Interior pocket for diaper cream
- Made from 600 denier polyester duck, with 100% nylon pack cloth lining

Water-repellant/stain-resistant  
Machine washable

The suggested retail price is \$42.00 for the Daypack and \$25.00 for the Wallet. The product is currently available online on the company's website, [www.myroyalheinie.com](http://www.myroyalheinie.com), and through a national network of specialty, mass and online retailers. The product has recently been selected by mass retailer Target to be sold in over 300 stores and through Target.com as part of a pilot program promoting products invented by parents.

My Royal Heinie™ is designed and manufactured by Too Hot Mammamas, LLC, founded by two mothers who together have changed approximately 5,250 diapers, and are still counting.

#### ABOUT TOO HOT MAMMAMAS, LLC

Too Hot Mammamas, LLC is a privately-owned, mom-owned company based in Miami Beach, Florida. Established in January 2006, the company is dedicated to developing products that improve the daily chores of parenting. The company produces a line of diaper purses and accessories under the brand name My Royal Heinie®, which feature a unique, patent-pending, built-in Smart Wipes Dispenser™ that allows baby wipes to be loaded and pulled directly from the bag. This breakthrough invention eliminates the need to carry wipes in a separate container, making diaper changing faster, easier, smarter. My Royal Heinie is the brainchild of two mothers who together have changed more than 5,000 diapers, and counting. The product is sold through independent and mass retail stores across the U.S. and Canada, and online. For more information, visit <http://www.myroyalheinie.com>.

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We are a mom-owned/women-owned business and manufacturer of a line of diaper purses and accessories. Our patented invention featured in all of our products is the Smart Wipes Dispenser - a built-in dispenser for loading and accessing baby wipes.

Category	Family, Lifestyle, Consumer
Tags	diaper bag, mom-invented, gift for mom, gift for dad, baby wipes, diaper purse
Email	<a href="#">Click to email author</a>
Phone	305-395-6952
City/Town	Miami
State/Province	Florida
Zip	33154
Country	United States