



Dandelion Presents *the* New Crop of Feeding Items

Dandelion Earth Friendly Goods, a division of Re-Think It, Inc. introduces its ReUsable tableware made from corn as a visionary approach to green awareness and family health



Decades ago, plastic revolutionized our world and provided the ideal solution to broken glasses, heavy dishes and beverages on-the-go. But it wasn't until recently that we've learned more about the effects of plastic on the environment and its potential to leach harmful chemicals. It's a new day and age, and alternative, environmentally-safe "bioplastics" are evolving as the next step. **Dandelion Earth Friendly Goods**, is at the forefront of this revolution with its new line of **ReUsable** children's tableware made from corn-based bioplastic (PLA) that is affordable, safe and eco-friendly. Come take part in the alternative-plastic revolution.

Traditionally, toddler feeding items are made using conventional plastics comprised mostly of petroleum. Many of these plastics contain Bisphenol A and Phthalates, toxicants that can act as "endocrine disruptors," which can leach through the plastic after repeated use. Endocrine disrupting compounds may cause reproductive and hormonal problems. **Dandelion's** line of **ReUsable** tableware is made primarily from *renewable* and *sustainable* corn-based bioplastic which is free of Bisphenol A and Phthalates, and offers an inspired alternative to conventional plastic.



"PLA requires significantly less fossil resources, and generates far fewer greenhouse gases than normal plastic," says Amy Shumway, Re-Think It, Inc.'s VP of Development. "The corn used in **Dandelion's ReUsables** is the most common type of corn grown in the US, and primarily used to feed animals and make artificial sweeteners."

Through the eco-friendly process of using corn to manufacture their **ReUsables**, **Dandelion Earth Friendly Goods** expresses its commitment to protecting the environment and, most importantly, to supply children and families with the best and safest products. Taking it one step further, **Dandelion Earth Friendly Goods** uses innovative, eco-friendly packaging - made from 100% recycled paperboard and custom designed to use a minimal amount of materials.

Dandelion's ReUsables are made from a unique formula derived primarily of corn-based bioplastic. The **ReUsables** include toddler divided plates, bowls and utensils. Each **ReUsable** is durable and lightweight for use at home or on-the go. Designed with ease-of-use in mind, the divided plate keeps foods separate, the bowl has deep sides to reduce spills, and the utensils are ergonomically designed for baby's tiny hands. Plates and bowls are sold in packs of two. The utensil pack comes with four spoons and four forks. MSRP: \$7.99

Dandelion's ReUsables are available at juvenile specialty and natural product retailers nationwide. Please visit www.dandelionforbaby.com for more information, to find a retailer near you, or to order directly.

About Re-Think It, Inc.

Re-Think It, Inc., formerly ABC Development, Inc, is a privately held company with headquarters in Winter Park, FL. The company was founded in 1987 as a manufacturer of novelty sponge products. In 1996 the company launched its first assortment of baby care items. The company has since expanded its baby care offering to include infant and toddler feeding items, toys, accessories and more. As of 2008, Re-Think It refocused its company and built its ecological campaign with the introduction Dandelion Earth-Friendly Goods featuring an earth-friendly line of products as its cornerstone. For more information please visit www.dandelionforbaby.com or call (888) 222-3053.