



press release

April 22, 2008 (Earth Day)—**Itsabelly Announces *Going Green with Baby Guide***

Itsabelly's Guide to Going Green with Baby is the first book to provide a simple resource for evaluating eco-friendly baby gear and to learn more about organic and natural family living. We offer mom-tested product reviews and tips to raising a healthy baby and creating a happy planet. The founders of Under the Nile, gDiapers, TheSoftLanding.com and Earth Mama Angel Baby provide insight on why choosing organic and natural baby products is important to creating a healthier lifestyle. *Going Green with Baby* features personal product recommendations from eco-minded moms Jennifer Lo Prete and Melissa Moog. Jennifer is a writer and mother of two that has long practiced green living. Melissa is mom to a toddler, writer and the founder of Itsabelly Baby Concierge, a premier baby planning agency that specializes in going green with baby.

Going Green with Baby will be released in the Summer of 2008. To pre-order your copy, please send us an email to info@itsa-belly.com or call us at (503)799-5719 with your name and contact information. We will contact you when the book is available for purchase. Wholesale inquiries are also welcome.

A Peek Inside...

- Plan your baby registry with the best mom-tested reviews of over 300 eco-friendly baby products. We cover all your baby's needs from slings to strollers, non-toxic bottles to safe skin care products, organic baby clothes to eco-friendly diapers and sustainable nursery furniture.
- Learn why going green with baby is important for a healthy baby and happy planet. Our panel of eco experts weighs in on the importance of organic apparel, sustainable wood, non-toxic feeding products and natural skin care products.
- Discover our simple eco-mom tips to raising a healthy baby and protecting our planet.
- Decipher the meaning and standards behind eco-labels. What does organic mean anyway? We make your trip to the store easier with a useful guide to common eco-labels and organic certification standards.
- Gain valuable tips on going green on a budget. From our own experience, it may not be financially feasible to turn your household completely organic. We give you tips on how you can make green choices that are right for your family.

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itsabelly

For Your Belly, Baby & Beyond
www.itsa-belly.com