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FOR IMMEDIATE RELEASE

No More Disposables in the Swimming Pool

Cloth Diaper brand Bambino Mio Makes a Splash with New Nappy Swimsuits

KENNESAW, GEORGIA – May 21, 2010 – Bambino Mio launches greener alternatives to water heavy disposables – **swim “nappies”** for boys and girls and a **nappy swimsuit** designed especially for girls for Spring/Summer 2010.

With a nappy swimsuit no other diaper, cloth or disposable, is required. Disposable diapers may disintegrate in the pool and clog filters. They also absorb water, making them uncomfortable for children to wear. The Bambino Mio integrated swim nappy/swimsuit is designed to prevent any solids from escaping while allowing baby to swim freely in the water – saving parents money while helping to maintain a bacteria-free environment.

The cotton lining of the swimsuit is soft and gentle against babies' and toddlers' delicate skin and the elasticized waist and leg cuffs provide a secure, slim fit. The new swimsuits are made from a super-stretchy swim fabric and available in a fun “Fish” pattern, Red and Lime. The swim nappies, earlier introduced to the US market, are available in “Fish” and “Spot” patterns in various colors. Sizes are small to XL to accommodate small babies as well as toddlers. The Bambino Mio range of swim wear is an attractive, eco-friendly alternative for use on the beach or in the swimming pool.

Other products in the Bambino Mio environmentally friendly range include cotton nappies/cloth diapers, covers, biodegradable miofresh cleanser, flushable liners, flushable, dispersible baby wipes, muslin squares, training pants and potties.

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About Bambino Mio

The Bambino Mio brand is founded on the principles of quality, convenience, comfort and style. With continuous product development the company is committed to providing the best cotton nappies and associated products available, now sold in 70 countries and market leaders in Europe. For more information on Bambino Mio, please visit www.bambinomio.com

About Regal Lager

Regal Lager is a distributor of carefully selected high quality baby and children's products to the United States and Canada. The mission is to build quality brands through excellent customer care; quick distribution to quality retailers, catalogs and websites. Other brands are CYBEX, Lascal and Dékor. For more information, please visit www.regallager.com

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