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New Online Baby Clothing and Infant Skincare Store - BabyBam Collection - Exclusively Featuring Eco-Friendly Bamboo Clothing and Organic Soap for Babies with Sensitive Skin

All clothing and skincare products are naturally gentle, organic, biodegradable, cruelty-free, minimally packaged and do not contain harmful toxic chemicals.

/24-7PressRelease/ - PROVO, UT, February 15, 2008 - Parents seeking to detox their baby's wardrobe and bath time now have a new online **green** baby clothing store - [BabyBam Collection](http://www.babybamcollection.com). The concept was born out of CEO Jody Graziano Jonas' two strongest passions - her sons and the environment. Her children were both born with severe milk allergies that contributed to easily irritated skin and the only clothing they could tolerate - eco-friendly and sustainable bamboo. BabyBam Collection [bamboo clothing](http://www.babybamcollection.com) feels as soft as cashmere, looks like expensive Egyptian cotton and drapes like silk.

"For many families **green parenting** is not just a trend - it's a necessity," said BabyBam Collection CEO Jody Graziano Jonas. "Each piece in our adorably designed, functional, and environmentally friendly baby line is made out of super soft bamboo - the most gentle and healthy material you can clothe your infant with today. Skin allergies, such as atopic dermatitis, are one of the fastest growing chronic childhood diseases. As the number of infants with gluten, soy, and lactose intolerance rises each year - so do severe skin allergies. Our exceptionally soft [onesies](http://www.babybamcollection.com), pants, pajamas, and towels are **naturally hypoallergenic, anti-microbial, moisture wicking and anti-bacterial** thus preventing odor and skin irritations," added Jonas.

The new online store will also feature a certified [organic skin care](http://www.babybamcollection.com) line for both Mom and Baby called **Little Lathers**. This exclusive organic baby soap is made out of bamboo powder - a gentle exfoliant providing skin-renewing benefits while removing impurities leaving baby's skin smooth and soft. All skin care items are biodegradable, vegan and cruelty-free.

The BabyBam Collection of apparel and accessories are available for newborns to nine months and retail from \$9.00 - \$42.00 U.S. Wholesale inquiries are welcome at wholesale@babybamcollection.com

Visit www.babybamcollection.com for more information.