

Prepare for the heatwave - Cuddledry launches first SPF50+ Poncho Towels in the UK

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30 June 2009 – Toddlers can play safely in the sun this summer with new sea creature inspired SPF50+ Poncho Towels from Cuddledry (<http://www.cuddledry.com>), makers of the award-winning apron style bath towel as featured on Dragon's Den.

The first of their kind in the UK, the towels use patented Rayosan™ technology which acts like a mirror, deflecting the harmful UVA and UVB rays off the towel, instead of passing through the fabric and harming a baby's delicate skin.

"This remarkable technology comes from Australia, where extensive research has been done on the dangers of skin cancer. Given the forecast for a hot summer this year and climbing annual temperatures, we wanted to bring the same protection to the UK," explains Helen Wooldridge, co-founder of Cuddledry.

"We looked to the sea for our inspiration," she continues. "Hammerhead sharks are one of the few animals that can catch a tan from sunlight – they could do with one of our towels! Angelfish on the other hand are able to reflect almost 100% of sunlight falling on their mirror-like scales, just as effective as our ponchos."

The towels, suitable for children aged 1 to 2, are made using soft brushed cotton to give snag-free towelling. They have poppers under the arms which can be done up to create a loose 'sleeve' when worn, to help keep the towel in place and make it comfortable for its little owner. They are really easy to put on and take off, a perfect 'throw on' towel or cover up for swimming, beach, playtime or bathtime.

They come in two colourful designs: an aqua towel with turquoise edging and a hammerhead shark embroidered on the front, and a lilac towel with cherry edging and an embroidered angelfish. The towels can be purchased from www.cuddledry.com from the end of July 2009 and cost £22.99

~ENDS~

Notes for editors:

About Cuddledry

Mums, Polly Marsh and Helen Wooldridge, recognised that bathtime is a struggle with slippery wet babies and not enough hands, and came up with the Organic Cuddledry® baby bath towel. Quickly snapped up by baby shops UK-wide, the National Childbirth Trust, Mothercare and BabiesRUs, it has fast become a bestseller. The Organic Cuddledry® bath towel enables parents and carers to wear the towel like an apron, leaving both hands free for safely lifting their babies out of the bath and drying them. It comes with single-handed easy-release poppers that allow simple removal before lying baby down on a changing mat, still snugly wrapped.

Now the Cuddledry® towel is used by thousands of parents, including a number of celebrities, and promoted by midwives. It has won national awards for being both dad and mum-friendly, and most importantly, has revolutionised bathtime for a host of anxious parents.

The company rose to fame after appearing on Dragon's Den in 2007 and declined three offers of investment from the Dragons. They've gone to on to prove that going it alone was the right thing to do. The range now includes the Cuddledry towel in a variety of prints, the toddler towel (Cuddlebug and Cuddlemoo), the Cuddlerobe, the Cuddlemitt, and the doggydry pet towel. The SPF50+ Poncho towels are the first product designed for outdoor use as well as swim and bathtime by the company.

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