



**MY ROYAL HEINIE® INTRODUCES NEW DIAPER PURSES  
WITH PATENTED DESIGN  
MAKING DIAPERING EASIER, FASTER, SMARTER**

MIAMI BEACH, FL – My Royal Heinie®, the line of patented, mom-invented diaper purses and accessories featuring a Smart Wipes Dispenser™, introduces new styles - the Daypack and the Wallet - to improve the way diaper duty is done.

The company has also announced it has been awarded a U.S. Patent, **U.S. Design Patent Number D582,152**, for its design of a bag with a built-in wipes dispenser.

My Royal Heinie is a collection of small, compact diapering accessories designed to keep everything you need to change your baby at your fingertips. All products feature the company's patent-pending, built-in Smart Wipes Dispenser™ so baby wipes can be loaded and pulled directly from the front of the bag, making diaper changing faster, easier, smarter. This clever invention eliminates the need to carry baby wipes in a separate case or to purchase travel wipes, reducing cost, waste and time.

The new 2009 collection includes the Daypack and the Wallet, both in coordinating colors with fun names such as Taxicab, Sunset, Commando, Chocolate Kiss and Traffic.

**For Hi-Resolution Photos visit [www.myroyalheinie.com/press/kit](http://www.myroyalheinie.com/press/kit)**

**How to Contact**

Publicity: Carrie Ann Perez, 954.961.3089, [carrieperez@bellsouth.net](mailto:carrieperez@bellsouth.net)

My Royal Heinie: Karen Rappaport, 305.395.6952, 786.395.3763, [karen@myroyalheinie.com](mailto:karen@myroyalheinie.com)

## **BACKGROUNDER ON MY ROYAL HEINIE**

### **What the experts say about My Royal Heinie**

“We encourage moms to find ways to decrease the strain through things like yoga and stretching, and also by choosing the right equipment to help get them through the day,” said Dr. Noel Plasker, a board certified chiropractor and founder of the Family Wellness Center in New Jersey, who treats moms who injured their backs doing routine activities like carrying around children, their strollers and bags.

### **My Royal Heinie Quick Facts**

#### Daypack features include:

- Fits up to 6 diapers and a large stack of wipes
- Built-in Smart Wipes Dispenser™
- Adjustable shoulder strap, to also be worn messenger style
- Stroller straps for easy attachment
- Exterior phone/cup pockets
- Matching changing pad
- Hand sanitizer clip
- Water-repellant/stain-resistant; Machine washable

#### Wallet features include:

- Fits up to 4 diapers and a large stack of wipes
- Built-in Smart Wipes Dispenser™
- Ring clip to hang on stroller
- Interior pocket
- Water-repellant/stain-resistant; Machine washable

## **ABOUT TOO HOT MAMMAS, LLC**

Too Hot Mammias, LLC is a privately owned, mom-owned company based in Miami Beach, Florida.

Established in late 2006, the company is dedicated to developing products that improve the daily chores of parenting.

The company produces a line of diaper purses and accessories under the brand name My Royal Heinie®, which feature a unique, patented design (U.S. Design Patent Number D582,152), featuring its built-in Smart Wipes Dispenser™ that allows baby wipes to be loaded and pulled directly from the bag. This breakthrough invention eliminates the need to carry wipes in a separate container, making diaper changing faster, easier, smarter.

My Royal Heinie is the brainchild of two mothers who together have changed more than 5,000 diapers, and counting. The product is sold through independent and mass retail stores across the U.S. and Canada, and online including Target.com, Amazon.com, BuyBuyBABY and more. For more information, visit <http://www.myroyalheinie.com>.

###