



BACKGROUND

There's an overwhelming supply list required to raise 21st century children. From cradles to college, the tools needed to support a happy and healthy family are endless, even in the immediacy of the daily grind. In any given family moment, there is always a demand for new sneakers, cooler clothes, duffle bagfuls of sporting gear, and kitchen cabinets crammed with the "right" kind of snacks. Today, keeping up with the Jones' children probably means that your kids also need a plasma TV with Tivo just to survive. Chances are, if you've got little ones running around, they'll eventually run into something, and that means a lot of cuts and bruises that most parents aren't equipped to deal with.

Household medicine cabinets tend to be woefully inadequate. Bandages slip behind vanities, thermometers squeeze themselves between couch cushions, and tubes of ointment seem to spontaneously combust before they are used more than once. It's troubling that most parents do not have basic first-aid on-hand, and even scarier that they often don't know how to use the equipment when they can actually find it! To solve this nerve wracking problem, the medibag™; an all-inclusive, kid-friendly first-aid kit that's a lifeline for parents and an over the top hit with kids.

When her oldest son was stung by a bee, inventor Richelle Nassos wasted precious time frantically tearing through parenting books to find a remedy. After seeing her child hurt longer than he should have, Richelle decided to create a family medicine bag that responded to 25 of the most common household injuries, including beestings. Three years later, she and her husband have developed one of the most practical, user and kid-friendly items any family can have in their home. Portable, brightly colored, and packed with the



latest in kid-friendly medical products, the medibag™ makes complete first-aid less frightening for children, simpler for parents, and easier to store in one place. The basics are all covered: the medibag™ is filled with brightly colored crayon bandages and gauze pads in any shape, size, and color, an assortment of child pain relievers such as burn gels, eye washes, sting relief pads and much more (including colorful stickers to “fun-ify” it!), and disposable tools from tweezers to thermometers. Most importantly, the medibag™ is also a complete lesson in family first-aid, stocked with a quick-action first-aid flip chart for immediate solutions to at-home or on-the go health dilemmas. “We realized that part of growing up is falling down,” said Pete on creating the medibag. “Parents aren’t trained properly and they don’t have the equipment to treat all of the injuries that can happen with children. Nine out of 10 parents aren’t CPR certified. Nine out of 10 don’t have a complete first-aid kit. People say they have things they can use in their house, but they usually don’t have all of it, especially not in one place.”

Since it won the iParenting Media Award for “Hot Products” in 2006, along with 6 other highly recognized juvenile awards; families have been scooping up multiple medibags for the home, the car, and the stroller. Some are even buying one for each child, “You don’t get a second chance with your children to make a first impression,” says Richelle. “So when they’re hurt, you know, it’s not necessarily the injury, but what you bring out to fix the injury. So we started aesthetically from the outside and came up with the kid-friendly Dr. Bag design. In addition, since they’re doctor recommended, easy-to-use, organized, and customizable, medibags are showing up everywhere. “

Using the medibag™, parents are confidently learning how to solve some of child-rearing’s scariest situations and kids are enjoying entertaining ways to treat backyard booboos. Nassos says, “Putting something as small as a bandage on, makes a world of difference,” and their customers agree! With the medibag™, now you can actually find them. So the Nassos household is accustomed to saying their slogan...“Clean it, Patch and Back to Play™”...because life is just too short to do anything else!