

# **Pointers For Parents**

## **A Variety Of Convenient Products For Parents On The Go**



(NAPSA)—Parents are on the move now more than ever, and research shows 80 percent of moms feel pressed for time and are looking for ways to simplify their lives. As parents plan for winter trips whether to the museum, snowy slopes or warm beaches, they are searching for the most convenient ways to pack, travel and feed their babies while on the go. With more and more parents feeding on the run, it is critical that products provide enough flexibility to accommodate their demanding schedules. In fact, 78 percent of moms feed their baby outside the home at least once a week, and one-fifth of all family meals are consumed in the car.

America's baby food leader is serving up a variety of convenient products for parents to help simplify their busy lives, and provide nutritious, high-quality products for their babies. These portable products address the needs of busy moms by providing solutions that are easy to use, lightweight and convenient to carry. And now, mom doesn't have to sacrifice quality and care in lieu of convenience.

"As the needs of American moms continue to evolve, so does our product line," says Brett Merrell, vice president of marketing for Gerber Products Company. "We recognize the increasing time demands on today's parents, and want to provide families with the products they need. Today, that means an emphasis on convenience, while maintaining our focus on delivering high quality and nutritious products."

This fall the company intro-

duced new Lil' Entrees™, an all-in-one food combination for older babies and toddlers that provides a nutritious, well-balanced meal when served with breast milk, formula, or milk. Served in a plastic, two-compartment tray, they are preservative-free and shelf-stable—providing convenience for on-the-go lifestyles.

Parents may also consider a variety of other options as they gear up for their hectic schedules including: the new Single-Serve Rice Cereal, that is pre-measured and easy to serve on the go; Meal-time Folding Bowls, which store two jars of baby food, a bib and utensils for portable feedings; Fun Grips® Spill Proof Cup to prevent unwanted spills; and the plastic packaging for juices and Gerber 2<sup>nd</sup> FOODS, which provides greater durability with less bulk. In addition, Gerber® Cereals with the Ingredients of Formula provide 19 essential vitamins and nutrients babies need for healthy growth, and are easy to prepare by just adding water.

The convenience products extend into baby and toddler care items with the Take Along Travel Pack. The single-use bottles of wash, lotion and shampoo provide a lightweight option for traveling. In addition, Teeny Faces™ Moisturizing Stick is perfect for babies' sensitive face and lips, and comes in a convenient package for easy storage and use.

For more information on convenient products, parents can call the 24-hour Gerber Parents Resource Center at 1-800-4-GERBER or visit [www.gerber.com](http://www.gerber.com).