



## **BabyLegs® Launches BabyScoot™ Cushioned Legwarmers** *The ORIGINAL brand of baby legwarmers expands protective product offerings*

New York, NY – July 23, 2014 -- BabyLegs®, a division of BabyUnited, LLC and wholly-owned subsidiary of United Legwear Co., has added a line extension to its best-selling leg and arm warmers with BabyScoot™. The new styles have thicker terry cushioning on the knee area to protect babies as they learn to crawl, scoot along the floors, and “surf” the furniture. Made of 62% cotton, 19% polyester, 18% nylon and 1% spandex, the line features one style for girls and one for boys.

Since launching in 2005, BabyLegs® have become a parenting essential because of their protective qualities (some styles block UV rays; others help repel insects) and practical uses: they make diaper changing easier and keep legs warm. Their stylish appeal and layering possibilities have also made them a fashion favorite among parents over the world and also with celebrity moms.

BabyLegs® can also be found in some of the best children’s hospitals in the U.S.: the organic, latex-free newborn styles are nursery-compliant; they’re easy to slip on and off tiny patients without disturbance; they keep bandages in place, and cover irritated skin.

“Protecting babies has always been BabyLegs’ primary value proposition; now, BabyScoot™ takes protection to the next level with select cushioning,” said Isaac E. Ash, President and CEO of United Legwear Co. “By offering different versions of BabyLegs with specific functions, we continue to serve the baby and child market as a solutions-oriented brand that parents love and trust,” he added.

BabyScoot™ will be available exclusively on BabyLegs.com in mid-August; retail price is \$12.00 per pair.

About BabyLegs®: BabyLegs® became a leader in children’s legwear when it created a new niche for its original line of children’s leg and arm warmers in 2005. Invented by a mom to keep her daughter’s legs warm while she was potty-training and pants-free, BabyLegs® quickly became a parenting essential because of their utility, practicality, and stylish appeal. When acquired by United Legwear Co. in 2009, legwear extensions quickly followed in the form of socks, tights, UV protective legwarmers (BabyCool!®) an insect-repelling version (ByeByeBugs®) and most recently, a cushioned version called BabyScoot™. Now a lifestyle brand, BabyLegs® also offers one-piece baby snap suits, tee-shirts, leggings, socks and legwarmers.

A winner of multiple children’s industry awards: Earnies, Cribbies, and NAAPAs, plus awards from babble.com, MomFinds, and Pregnancy & Newborn magazine, BabyLegs® continues their strong commitment to protecting, simplifying, and innovating.

###

For sample requests, images, and media inquires, please contact:

Josh Goldfarb, United Legwear Co.

[josh@unitedlegwear.com](mailto:josh@unitedlegwear.com) | 212.391.4143