

Tsawwassen Mompreneur makes it to the Top 5 with her Innovative Product

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It's not too often a mompreneur with a baby product wins an award for being so original. But Tsawwassen's Marcie Weinstein-Smith of Lovey's baby products has made it to the top 5 among 60 businesses competing for Small Business BC's "Best Concept" Award.

"Just over a year ago all I had in my hands was a sample of a new idea I planned to take to market," says Weinstein-Smith.

She speaks of The Tushi Stick, her all natural baby product that also serves as Canada's first diaper ointment in a roll-up stick format. She developed her line of natural baby products out of a personal need – her own son suffered from sensitive skin that traditional baby products only made worse.

With the launch of the Tushi Stick, fame caught on quickly with customers who loved the way it soothed skin so effectively, while also giving the benefit of mess-free diaper changing.

"I have been using the Tushi Stick on my son's eczema, and it is totally clearing up! Fantastic product!" says customer Julia Poelman.

In mid-November, with only a few weeks left to generate online votes, Weinstein-Smith entered the contest with crossed fingers. She and her marketing manager worked hard on an email and social media campaign to get as much support as possible, even though they were behind other applicants time-wise.

"I even got an email from Small Business BC telling me I was getting a lot of votes! The support was wonderful – I think many moms want to see a truly natural product win this one," says Weinstein-Smith. "It gives them a voice to say that they really want to stop chemicals in baby products too."

Lovey's retailers also seem to enjoy selling the product and would probably love the exposure too.

"I am so thankful that I took a chance on bringing the line of Loveys products into my store as the response has been overwhelming. It is, by far, the most re-ordered product of any that I carry," says April Wiens of www.BumbleBeeBaby.ca

This is now the 9th year Small Business BC has run its Successful You Awards. Lovey's is the only baby product creator in the Best Concept Category and if its Tushi Stick wins, this would be the first time in three years a baby-related

business wins. In 2007 Nima'ma Maternity Inc. and Monkey's Playhouse Early Learning Childcare Centre (Kelowna) Inc. won awards, then in 2008 the Bellies to Babies Celebration Tradeshow won.

“Since its inception in 2003, over 1,900 entrepreneurs have participated in this province-wide awards competition in areas as diverse as retail trade, manufacturing, technology services, arts, entertainment and recreation,” says Sara Couper, Communications Coordinator at Small Business BC.

To date, the Tushi Stick sells in 50 stores across Canada including select Choices Market stores in BC, Nature's Emporium – a 5000 sq ft health store in Newmarket, ON (just north of Toronto), 3 Safety Superstore locations in Ontario, Jack and Lola in North Vancouver, Crocodile Baby and Hip Baby in Vancouver and of course, Wellspring Health and Buttercups Children's Boutique in Delta.

To read more about Lovey's or to order online, visit loveys.ca

About Lovey's Body Products:

Lovey's Body Products Inc. is a new Vancouver company that strives to make natural, worry-free baby care products that are healthy, safe and good for the environment. More information is available online at www.Loveys.ca or by contacting Marcie Weinstein Smith at 604-762-7425 or email at info@Loveys.ca