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## **Simply Life, a new homegrown brand** – The Next Best thing to a Parent's Caress

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From quality baby and children's wear to homeware and other lifestyle essentials, Simply Life designs safe and quality products with positive messages to uplift your days and enrich your life.

Our luxurious infant and children clothing, bath and bedding are made of superior bamboo fibres, which are more hypoallergenic, antibacterial and anti-fungal. Breathable and thermo regulating, the all-natural bamboo material is also highly absorbent and moisture-wicking. OEKO-TEX® Standard 100 certified, they ensure best-in-class hygiene and softness and are easy to clean. From head to toe, your young child is lovingly supported at play and at rest.

Whether at home or outdoors, our tableware and water bottles are made with FDA-approved materials, including food-grade melamine and BPA-free plastics. Built to last, they are leak-proof, stain-resistant and odourless, giving you absolute peace of mind when caring for your family.

Besides excellent form, all Simply Life products are designed with an encouraging message in mind. Every visual and word, every luxurious stitch and fold inspires self-belief, hope and positivity.

"We believe in a world filled with hope and happiness, possibilities and positivity, especially the world of children and their families. An encouraging word, a helping hand, or a timely pat on the back is sometimes what we need to become all that we can be and live the life we want. Through Simply Life, we want families to live more joyfully and love more radiantly." Ms Choong Yih Min, Co-founder, Simply Life.

Simply Life products are available at major departmental stores, children specialty stores and via our online eshop [simplylife.com.sg](http://simplylife.com.sg), which houses over 300 SKUs of products, updated every quarter.



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### **About SimplyLife**

Simply Life is a brand founded under Creative Moms Pte Ltd. Built on the belief that our journey through life should be a joyous and uplifting one, Simply Life designs and produces products ranging from baby care and childrenswear to homeware and other lifestyle essentials, all with safe and top quality materials and come with encouraging messages.

With quarterly product updates, seasonal collections, Simply Life has over 300 SKUs and is available at major department stores, children specialty stores, and via online e-shop.

### **About Creative Moms**

Creative Moms Pte Ltd is a leading licensee and distributor of children's products since 2004. Top brand principals like Disney, Mattel and Universal trust us to design, produce and distribute products with their licensed characters. We have worked with Disney for 10 years and with Hit Entertainment for 12. Today, more than 11 international partners entrust their highly valued brands to us on the basis of our track record of using only safe, quality materials matched by appealing designs.