

Sustainable Upcycled Toys – Not Just A Product, But An Initiative By SuperBottoms



Mumbai, Maharashtra Nov 16, 2022 ([Issuewire.com](https://www.issuewire.com)) - With every generation, the tips, tricks, and methods of parenting evolve. The current generation of parents is trying to return to the roots and develop more sustainable options and products as a preferred parenting choice. But, the responsibility of raising compassionate, mindful, and thoughtful children who will be the better citizens of the earth and take care of the earth is not on parents alone. The responsibility equally lies on the shoulders of the

brands that operate in the baby care industry and provide products and solutions for raising kids.

One such brand that has always come up with sustainable, thoughtful, and eco-friendly products that are best for your baby, for you, and for Mother Earth is SuperBottoms. It is India's most loved and top-selling brand of [Cloth Diapers](#). We always come up with innovative products that simplify the cloth diapering and parenting journey with products that are 100% love and 0% compromise. Over 20 lakh parents who have put their trust in the brand know that they have been a pioneer in sustainable and zero plastic policy when it comes to not just the product but also the packaging, their warehouse facility, and even the vendor policy!

Recently SuperBottoms came up with yet another fantastic and adorable product line – The Upcycled Toys – The first SuperBuddies for your babies! This line of products is an attempt to minimise wastage further and make the earth greener and less polluted. The waste material and by-products, scraps, and leftovers that would usually go waste, the SuperBottoms team thought, why not use them and convert them into something that babies can enjoy and is safe for the planet as well? And thus, [Upcycled Toys](#) were born! We all know that toys are a super important part of a baby's childhood for the following reasons:

- Toys aid sensory development in babies.
- Toys help kids develop a sense of imagination.
- Pretend play involving soft toys or character toys helps in the linguistic and communication skill development of babies.
- Soft toys give babies a sense of security and comfort.
- Babies do not feel lonely and can self-soothe themselves to sleep if they get up in the middle of their sleep with the help of a soft and comfortable toy by their side.

SuperBottoms' range of [upcycled animal toys](#) serves exactly all these purposes for your baby. The fabric used in making these toys is the same 100% organic cotton made from AZO-free dyes that is safe for babies and their sensitive skin. These toys will also develop the early value in your babies to choose sustainably and avoid plastic!

[SuperBottoms Upcycled Toys](#) – Your Baby's 1st SuperBuddies are available in 5 varieties:

- Yeow Meow
- Li'l Fishy
- Honey Bunny
- Mr. Owly
- Mini Monster

Key Features of SuperBottoms Upcycled Toys

- The size of these toys is perfect to fit into the tiny hands of your newborn baby.
- All these toys are 100% toxin-free.
- The dyes used on the fabric are AZO-free dyes.
- The toys have no sharp edges and thus are safe for a baby.
- Vibrant colours help in the sensory development of your baby.

Launched in the month of November – November, the anniversary month of SuperBottoms, and priced at just Rs. 399 each, the [upcycled cat toys](#) are a fantastic way of celebrating the brand anniversary while reducing total wastage by 15%.

What are you waiting for? Head to [SuperBottoms](#) website and place your order TODAY! Make your child happy and your inner child by helping save the environment with every small step you take in the right direction!



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Source : SuperBottoms

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