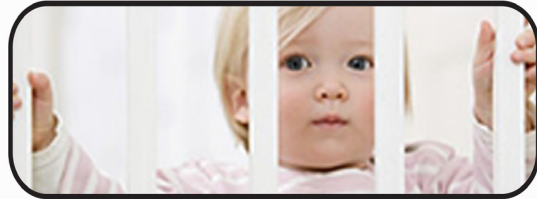
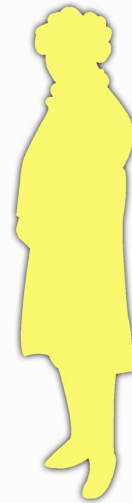




the people



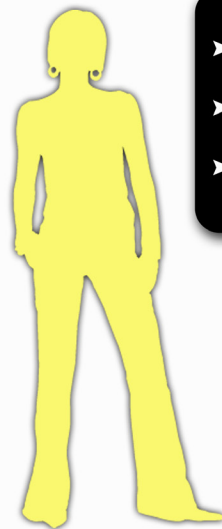
▶ consumer 3
who is using it?



- ▶grandparent
- ▶50-75 years old
- ▶babysits grandchild on regular basis



▶ consumer 2
who is buying it?



- ▶new parent
- ▶20-35 years old
- ▶full-time employed



▶ consumer 1
who is it for?



- ▶toddler
- ▶1-3 years old
- ▶visits grandma frequently

