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Salus Brands

SALUS BRANDS SHOWCASES CHILDHOOD IN ONE BOOTH WITH FLOATS & SLIME TO UKULELES & POPOHVERS

Weary Toy Fair Visitors Will Delight In One-Stop Shopping At Booth 6259 With Five Imaginative Brands Including Build Buddiez and CocoNut Floats

Tempe, AZ (January 21, 2020) – When inquisitive friends ask Toy Fair goers what their favorite toy was, the typical response is, *in what category?* Retailers and toy professionals understand the wide assortment of play ranges from dolls and STEM to tactile and outdoor. One booth at the American International Toy Fair covers all stages of childhood and is a must-see at Toy Fair 2020!

Salus Brands, found at Level 1 -- Booth 6259, strives to provide quality products and superior customer service, while continuously innovating with new, distinctive designs. If playing in the pool is on the to-do list, check out the latest from **CocoNut Float®**. For children who love pretend play, the **PopOhVer®** Collection—a TOTY '19 nominee—proudly inspires communication, sharing, and many other valuable lessons, while being cute and compact. The **Original Super Cool® Compounds** are the latest in the ever-popular compounds category with unique colors representing unicorns, dinosaurs, llamacorns, and more! Musically inclined families have been wowed by **KeiKi Music™**, launched in late 2019. Tactile fun is included in every **Build Buddiez™** kit as it encourages the development of motor skills, hands-on learning and creativity!

Discover all of these whimsical brands in one booth and online at <https://www.facebook.com/salusbrands/>

CocoNut Floats® • Ages 8+ • prices start at \$19.95
New for splashing in 2020!



Juicy Watermelon Glitter Pool Float
Pink Grapefruit Glitter Pool Float
Tangerine Orange Glitter Pool Float
Lime Green Glitter Pool Float
Sweet Pink Pineapple Pool Float
Purmaid Pool Float
Handlebar Mustache Pool Float
Retro Game Controller Pool Float

Giant Acoustic Guitar Pool Float
Retro Mix Tape Pool Float
Rainbow Llamacorn Pool Float
Torpedo Racer Dive Toys - Whales 2pk
Torpedo Racer Dive Toys - Submarines 2pk

Torpedo Racers Dive Toys - Tropical Fishes 2pk
Rainbow Tic-Tac-Toe Floating Game
Island Toss Floating Cornhole Game

KeiKi Music™ • Ages 5+ • \$29.95

The word “keiki” is Hawaiian for “little one” and Keiki Ukuleles are designed for your little ones to learn to pluck, strum, and play along to their favorite songs! Whether a beginner or a master musician, this small instrument is sure to rev up free time in a delightful way! Choose from four colors: Sandalwood, Sunset Red, Seafoam Green and Pacific Blue. Did you know that musicians and music teachers believe the learning curve for the ukulele is much easier than that of the guitar? Within a few days of practice, you can start making



music and playing songs. The tension of the strings is lower on the ukulele, and there are fewer strings to manage, making it easier for beginners to play. Aloha!

Build Buddiez™ • Ages 5+ • prices start at \$3.95

Let the kids express their creativity all winter long with the Build Buddiez Snowman Craft Kits! Made of soft moldable putty, kids can shape and reshape their perfect snowman over and over. And no winter mittens are needed! Don't forget to add the finishing touches with the enclosed accessories—hat, scarf, buttons and the iconic carrot nose.



PopOhVer® • Ages 3+ • \$59.95

These pretend play sets are fabric coverings for any kitchen or dining room chair that unfold to resemble real appliances, such as a handyman workstation or an ice cream shop. The PopOhVer Ice Cream Shop Set includes cute accessories, like popsicles, ice cream scoops, and toppings. The PopOhVer Builder Set let kids try a hammer, use a ruler to measure, and much more! PopOhVer is perfect for teaching children valuable skills like counting, measuring, sharing, communication, and teamwork. Launched with its first pretend play kitchen at New York Toy Fair 2018, PopOhVer impressed every retailer that visited the booth. Since then the brand has expanded with a wide range of must-have accessory sets.

Original Super Cool® Compounds • Ages 5+ • prices start at \$4.95

Each themed glop comes in a fun container that resembles either a chemistry beaker or everyone's favorite emoji! Tilt it, pour it and let the squishing begin. Tell your kids to enjoy their non-Newtonian fluid! Then watch them Google the chemistry term. Kids already familiar with the slow drip of ketchup or honey will recognize the same properties in gooey slime.

Popular 2020 slime/putty titles:

- Prehistoric Volcanic Slime Lab
- Unicorn Slime Lab
- Glow in the Dark Putty

- Rainbow Slime
- Purrmaid Slime
- Llamacorn Slime



ABOUT SALUS BRANDS LLC

Salus Brands is dedicated to creating fun, imaginative, and creative toys that inspire kids of all ages. At Salus Brands we strive to provide quality products and superior customer service, while continuously innovating with new, distinctive designs. Salus Brands is the proud brand owner of CocoNut Float®, PopOhVer®, Super Cool® Compounds, KeiKi Music™, and Build Buddiez™.