

CONTACT: KidStuff Public Relations  
Lisa Orman • 608-767-1102  
Lisa@KidStuffPR.com



## KIDS CAN SAVE THE UNICORNS WITH TINS OF MYTHICAL SLYME APTLY NAMED (AHEM) BOOGERS, SWEAT, POOP & TEARS

*Two Biggest Toy Trends -- Unicorns and Potty Humor – Come Together  
For Squeezable, Twistable, Stretchable Fun*

New York, New York (May 9, 2018)– If you’ve got kids in the house, you’ve probably have conversations with the words (warning – graphic) *snot*, *boogers* or *poop*. Potty humor was one of the biggest trends noted at this year’s American International Toy Fair, the annual gathering of the toy industry. Also trending in the Top 10 list were Unicorns and Mermaids. Tactile compound maker Mythical Slyme is on trend with their 2018 catalog full of stretchy, gooey putty tins of **Unicorn Boogers** (\$13.99), **Unicorn Tears** (\$13.99) and glittery pink **Unicorn Poop** (\$13.99).

Slime and putty toys offer something different for kids who enjoy messy sensory play. (The main difference between slime and putty is that slime dries out and is stretchier while putty never dries out and tends to be firmer.)

Like jumping into a puddle, kids adore the opposite of staying tidy and clean. Sensory play allows children to utilize and understand all five senses. It builds their creativity and learning through exploration. Playing with slime encourages the development of fine motor skills and coordination! And like the popular fidget toys and spinners, slime is kinda addictive for folks who like to fiddle so don’t be surprised to see this at workplaces on adults’ desks, too! Some happy fans have reported that having a bit of slime in their hand helps them concentrate and focus. When play is done with Mythical Slyme, the gooey mess goes right back into the tightly-capped tin.



Click on Mythical Slyme’s whimsical website, <https://mythicalslyme.com>, and be prepared for fairytales and urban legends. The tongue-in-cheek description for a tin of Unicorn Poop Slyme (\$13.99) reads:

*It’s a well-known urban myth that unicorns poop rainbows. The truth is that unicorns fart rainbows, they do not poop them. Collected from the dung of only the finest unicorns, this slime is sprinkled with a pinch of glitter dust and pure happiness. It has the soft gleam of a pearl and the texture and color of bubblegum. Who knew*

*poops could be so, well, magical? Ethically harvested. 100% authentic. Cures boredom, fidgeting, and other serious ailments.*



Likewise **Unicorn Snot** (\$13.99) hails from the unicorn cold and flu season! It’s “a heady mixture of rainbow star glitter and pale yellow shimmer. Soft and sticky, it’s perfect for pulling, twisting, and exploring the rainbow-hued universe of unicorn snot.” Yes, mom, kids of all ages love it!

With free shipping on orders of \$25 or more, the combination sets are very popular with families. Give ‘em as birthday gifts, good report cards or a surprise from the Tooth Fairy! They’ve even been given the kiss of approval by Glitter. Slimes, the most popular slime Instagram star with over 2 million followers. “Obsessed with the unicorn theme & how beautiful the packaging is omg. They’re so beautiful & super stretchy. My fav is unicorn boogers & unicorn snot!” she wrote. The accompanying video of the influencer playing with the putties racked up over 300,000 views.

Mythical Slyme knows that sleepovers, scouts and block parties call for a giant container of slime! Be the cool mom on the block with a 16 oz. bucket of **Soap Bubble Slyme** (on sale online at \$14.99). “Featuring clear slime, pink slime, glitter slime, and a variety of colorful mix-ins, this one pound wonder will keep slimers happy for hours.” The website adds, “Mythical Slyme’s mission is to help save mythical creatures with the cooperation of the magical beasts themselves. Purchase to support the cause of unicorn conservation!”



Unlike homemade slime, Soap Bubble Slyme is glossy, not sticky, and easy to clean off of hair and carpets. It also can stretch impossibly thin until it’s as clear and iridescent as a soap bubble – that’s before you pile it up on a table and give it an ultra-noisy, satisfying squeeze to pop all the air pockets!

Pssst. Don’t tell the kids but Mythical Slyme is a division of New York-based Idea Glue, LLC who boasts being “the finest purveyor of mythical slymes and putties.” Founded by serial entrepreneur Lana Li, the compound business is meant to be whimsical as evidenced by their founding of a secret society for the preservation of Unicorns! Visit the Instagram profile, <https://www.instagram.com/mythicalslyme/>, where they showcase colorful tins of wholesome slime. Her inspiring messages return childhood to where it should be – magical, mystical, adventurous!

*A unicorn doesn’t stand around and worry about what others unicorns think of it.  
It just sparkles.*

*-- Instagram by Mythicalslyme*

## **ABOUT MYTHICAL SLYME**

Once upon a time, a tribe of believers decided to save the magical unicorns from extinction. But how? A bake sale simply wouldn’t do. So they enlisted headhunters for the highest-powered help of all: the unicorns themselves. Generously donating their blood, tears, and dreams, these unicorns united for a shared vision of a future where the magical beings could roam the earth once again. Kids and grownups are invited to join in the quest. This secret society for the preservation of Unicorns in their natural habitats can be found on Facebook at <https://www.facebook.com/mythicalslyme/> or at their website <https://mythicalslyme.com>.