

smart baby  
www.smartbaby.in

LEARN MORE

[www.smartbaby.in](http://www.smartbaby.in) | [bumgenius.com](http://bumgenius.com) | [flipdiapers.com](http://flipdiapers.com) | [econobum.com](http://econobum.com)

**OPERATIONS OFFICE**

D-13 Lane 1, Sector 1  
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171009

**SALES OFFICE**

CTD/401 Eideco Green Meadows  
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**REGISTERED OFFICE**

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www.smartbaby.in

Smart Baby is the official importer and distributor for CottonBabies USA and bumGenius, Flip and Econobum.  
For a list of retailers with Smart Baby please visit [www.smartbaby.in/retailers](http://www.smartbaby.in/retailers)

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Smart Baby Retail Pvt. Ltd. was founded in 2010 as a pioneer company that has brought the modern age diaper solution to the India Market. Smart Baby is the sole importer and distributor of a range of environment friendly cloth diapers created by Cotton Babies, USA. Cotton Babies' products are available throughout North America, Europe, Australia and now Asia. While much of their focus is cloth diapers, the company also offers a wealth of other products designed to make parenting easy!

The owners of CottonBabies created the bumGenius brand, the Flip Hybrid Diapering System and Econobum. Each brand is designed to reach out to a different unique market segment. Today, Cotton Babies brands are sold through thousands of stores worldwide and with major retailers.

Smart Baby aspires to follow in Cotton Babies footstep with a vision of bringing world class baby care products to the Indian Market. Smart Baby Products are being picked up by leading e-tailers throughout India including stores like firstcry.com, babyoye.com, homeshop18.com, hushbabies.com, mybabycart.com and Pappadum (Chennai).

Smart Baby believes in making cloth diapers easy for everyone. Smart Baby recognizes families are at different places in life. These distinctions demand a variety of options. With bumGenius, Flip and Econobum, you can find your very own unique system that fits your lifestyle and the comfort of your baby.

*Rachel Chand*

Managing Director  
www.smartbaby.in

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*What's New!*

bumGenius

FREETIME DIAPER

All-in-one. One-size.  
Stay-dry.

flip

TRAINING PANTS

Pull up & down. Snap-off.  
One-size.

*New Diaper  
COLORS & PRINTS*  
Just in time for Fall!

New

ALL-IN-ONE & ONE-STEP = More Freetime



bum genius



### freetime cloth diaper

+ stay-dry inside

Cloth diapering has never been so easy! The bumGenius Freetime is a one-size, one-step cloth diaper. Our simple design makes cloth diapering as easy as using disposables. No stuffing. No extra steps. More free time for you! Simply adjust the size and put on your baby.

OS

ONE-SIZE\*  
8-35 lbs



ALL-IN-ONE





STUFFABLE WITH *Super Soft* STAY-DRY LINING.



bum  genius™



**stay-dry cloth diaper 4.0**

+ newborn & stay-dry inserts

Award winning, top-rated and recommended by moms everywhere. Designed to make cloth diapering easy for everyday people. Stuffable microfiber inserts allow for customized absorbency while the stay-dry lining keeps your baby dry and comfortable.



A Natural SOLUTION WITH ORGANIC COTTON.

bum genius<sup>™</sup>  
MADE WITH ORGANIC



elemental cloth diaper

+organic cotton inside

Made with organic cotton inside. One-size, one-piece, a more natural option without compromising performance. Designed to be fast-drying with 6 layers of 100% organic cotton for maximum absorbency.



OS

ONE-SIZE\*  
8-35 lbs



ALL-IN-ONE

New Colors & PRINTS. JUST IN TIME FOR Fall.

Classic Favorites



White



Clementine



Twilight



Noodle



Blossom



Moonbeam



Butternut



Zinnia



Grasshopper



Rabbit



Dazzle



Mirror



Sassy



Lovelace



Albert



## Flexible HYBRID DIAPERING SYSTEM.



### cloth diaper cover

The Flip Diapering System provides parents with an affordable hybrid diapering system. Simply TOSS the used insert into your diaper pail, REPLACE the insert with a clean one and REUSE the cover. Go organic, stay-dry or disposable. With a one-size cover and three types of super absorbent inserts, diapering your baby has never been easier or more flexible.



### + stay-dry insert

Stay-Dry Inserts are great for anytime and overnight. Allows your baby to stay drier, longer.



### + organic cotton insert

Organic Cotton Inserts are ideal for sensitive skin and overnight. Supports early potty training.

**OS**  
ONE-SIZE®  
8-35 lbs



*New* TRAINING PANTS. Pull-up. SNAP-OFF. ONE-SIZE.



**flip**™



**set: 1 training pant**  
+ 3 organic cotton pads

Training pants done right. Our one-size waterproof shell with removable stretchy side panels creates a comfortable fit, while the replaceable organic cotton pads let your little one learn by feeling wetness. Now your child can pull them up and down when it's time to go, or you can unsnap the side, making messy changes less messy.

**OS**

ONE-SIZE™  
20-50 lbs  
18M-4T



SHELL+PAD



A SOLUTION FOR *Every* BUDGET.



econobum™



diaper cover  
+ cotton prefold

Econobum is the award winning cloth diaper solution for every budget. Diaper your baby from birth to potty training for under ₹4000! Simply fold the unbleached cotton prefold to size and place in the waterproof cover.

OS

ONE-SIZE®  
8-35 lbs



COVER+PREFOLD







bum genius.



### baby legs

bumGenius BabyLegs are fun accessories for every baby's wardrobe. Designed to coordinate with bumGenius diapers, mix and match styles to jazz up any outfit. Protects little crawling knees and makes diaper changes a breeze! Soft and stretchy design fits most babies up to age two.

### Also Available



SUPER ABSORBENT, *Natural* FIBERS.



### diaper doubler

Use for extra absorbency in larger diapers



Two extra layers of hemp adds that extra bit of absorbency you need to make it through the night. Use with small/medium pocket diapers or diaper covers.

S  
SMALL

DOUBLER

### diaper doubler

Use for extra absorbency in larger diapers



Two extra layers of hemp adds that extra bit of absorbency you need to make it through the night. Use with larger pocket diapers or diaper covers.

L  
LARGE

DOUBLER

"I LOVE THIS DIAPER BECAUSE OF THE ONE-SIZE SNAP SYSTEM, REUSABLE COVER, TRIM FIT AND STAY-DRY LINER." *Latha Sriram*

WE BELIEVE IN PRODUCTS THAT ARE  
EASY TO **USE** & EASY TO *Love*.



"IT'S THE BEST MOST DEPENDABLE SYSTEM OUT THERE." *Nimeran Singh*

"I WAS HAPPY TO KNOW THAT THIS WAS AVAILABLE IN INDIA. THE CLOTH NEXT TO MY BABY FEELS SO DRY THAT SHE IS COMFORTABLE AND DOESN'T WAKE UP DUE TO WETNESS. IT SNUGLY FITS AND GIVES ME NO WORRIES ABOUT LEAKAGE."

*Malini Dhillip Kumar*

INTELLIGENT  
DESIGN FOR **SMART**  
*Little Bums.*

"WITH THE FLIP DAY PACK I CAN STOP USING DISPOSABLE DIAPERS. THE TWO DIAPER COVERS AND SIX STAY-DRY INSERTS LAST THE WHOLE DAY."

*Laya Vijayan*

**BE GREEN.**  
*Save GREEN.*

"THE BUMGENIUS ONE-SIZE DIAPER IS DEFINITELY THE BEST CLOTH DIAPER OUT THERE. IT WORKS VERY WELL ON BABIES SKIN, NEVER LEAKS LIKE OTHER CONVENTIONAL DIAPERS." *Anani Madigan*

**SMART**  
SOLUTIONS FOR  
FAMILIES *Everywhere.*

## THE COTTON BABIES COMMITMENT TO Excellence.

We began manufacturing bumGenius in a Colorado factory in 2005. As the popularity of our bumGenius products grew, we opened a production facility in Alexandria, Egypt to help keep up with growing international demand into new markets and now our products are distributed in Europe, Canada, India, Australia, the Middle East and China. Our Colorado lines have never stopped since 2005 and continue to operate at full capacity, producing most of the product sold in the United States.



We're proud of the way our company has grown and the positive impact we're having on families in so many countries.

As we grow beyond North America, we carefully control material sources to ensure all products are made with the exact same high quality materials, regardless of where they are assembled, packaged and distributed.

In 2002, Cotton Babies was started with \$100 to provide income to feed our family. Today, Cotton Babies provides income to put food on hundreds of tables in the United States and around the world.

We consider each and every staff member, distributor, retailer and customer part of our Cotton Babies team and treat them as part of the family. With the help of our worldwide partners, we have sold millions of cloth diapers and participated in a massive reduction of waste.

Thank you for the part you play in our story. Together, we are making a difference in families, international communities and the environment.

*Jenn*

@jenniferlabit  
facebook.com/jennlabit

*Together, we are making  
a difference in families,  
international communities  
and the environment.*

