

## • Swaddled with Luve

When Amy Seckinger's son Austin was born 10 years ago, she looked for something to make bath time more pleasant. "Before I put Austin in the tub, he was all warm and swathed and cuddly," she says. But that calmness soon turned to frustration and crying for once the clothes were off and only Austin's back was placed in the warm water.

Thinking that bath time would go more smoothly if there wasn't such a drastic temperature change, the Delafield resident designed a cloth covering that would cover her son's chest and private parts. The idea, dubbed the Bath Luve, has gone from a mother's practical solution to the mass-market retail world.

Targeted for newborns through 6 months, the Bath Luve is made from a soft, chenille terry cloth fabric in bright colors and prints. The fabric absorbs warm water, keeping the baby comfortable.

Designed to keep a baby warm, the device lays on the shoulders and goes around the neck covering a baby's chest, stomach and private area while allowing the arms and legs to move unobstructed. "As one doctor who saw this said, 'It's brought the womb back to the bath,'" says Seckinger. "The crying stops and bathing time is a really special time." Once the infant is older, it can be turned into a bath cape to keep the shoulders warm.

The name, Bath Luve, is trademarked and there's a patent pending on the product. Seckinger has contracted with the privately held Triboro Quilt Manufacturing Company of White Plains, N.Y. to produce the product and any others that she may design. It can be found in Kohls Department Stores as well as some other high-end baby-related retailers in June.

Seckinger used the prototype of the Bath Luve on both of her children, Austin and Ashlyn. She's also held focus groups of mothers and tested it on children of friends. And all responses point to a hot seller. "Bath time would keep the soothing time right before bed," she says.

