

Introducing Huggies® Brand MomInspired™ Grant Recipients

Kimberly-Clark's Huggies® Brand has awarded its first-ever MomInspired™ grants to 12 entrepreneurial moms to help fund and resource their innovative, real-world product ideas.



Dr. Amy Baxter

Invented by Dr. Amy Baxter of MMJ Labs, Buzzy Pain Relief is a small plastic bee that uses cooling and vibration to minimize shot pain for children.



Amy Hilbrich Davis

Founder of Inspiring Moms and mother of seven, Amy Hilbrich Davis developed the Balance MAP, an online tool that creates individualized action plans to help moms take control of and enjoy their busy lives.



Allyson Phillips

Allyson Phillips of Kiley Madison Inc. created the spill-proof TILTY Cup when she noticed her nine-month old daughter struggling with the typical sippy cup.



Déa Viola

When dealing with multiple children at bath time, mother of five and founder of The Baby Flamingo Co. Déa Viola created The Mama Taco Towel™ — its unique hands-free design creates a comfy and safe bathing experience for mother and child.



Joan Henehan and Elizabeth Sopher

Joan Henehan and her Clouds and Stars, Inc. business partner Elizabeth Sopher designed the QuickZip™ Crib Sheet, an infant-safe two-piece sheet with a base and zip-off top panel that securely encloses the mattress for easy and quick changing.



Leslie Espowe

As a mother of five, Leslie Espowe created the idea to give moms the ability to go anywhere with her baby close to her while freeing up hands for other tasks.



Linda Varga

Linda Varga, mother of two, created the Solar Eclipz ezShade as a portable curtain to protect kids from the sun's harsh rays at any angle.



Lynette Mattke

Lynette Mattke created PicPocket Books, a publishing company for children's picture books that uses Apps and the iTunes platform to help parents on the go continue reading with their children.



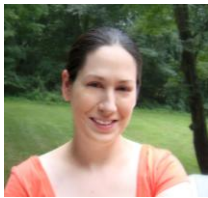
Michelle Staley

When faced with the difficulty of getting around and caring for a premature baby who needed to be on oxygen at all times, Michelle Staley created a new bag that held all the necessities to keep her baby safe while on the go — the Busy Breather Backpack.



Monica Jones

Monica Jones of Ritzy Bitzy Designs created BUNCHEES Baby Bottle Bibs, which are designed to absorb the unexpected drips that come from leaky bottles and user error, helping to avoid the everyday messes of bottle-feeding.



Robin McCoy-Ramirez

Robin McCoy-Ramirez invented the SoothEaze Blanket to help soothe newborns to sleep, combining the protection of a swaddling blanket with a built-in audio device that plays recorded sounds from the womb.



Sandra Frawley

Sandra Frawley created the BabyBindle™ as a diaper bag that attaches to a car seat or stroller for traveling when a larger diaper bag is impractical.