

New Pull-Ups Nighttime Training Pants With Glow-In-The-Dark Designs Help Parents And Potty Training Toddlers Stay Consistent Day And Night

Glow-in-the-Dark designs introduce a new nighttime routine helping make potty training easier for parents and child

DALLAS, July 30, 2012 - Pull-Ups brand is revealing new, glow-in-the-dark designs on its Pull-Ups NightTime disposable training pants. The designs, featuring Disney's Cinderella and Mater and Lightning McQueen from "Cars," help parents start a new nighttime routine to make potty training consistent, easier and, most importantly, fun!

According to the Pull-Ups brand, some parents use Pull-Ups training pants to potty train their kids during the day but revert back to diapers at night, which can send a confusing message to tots and unintentionally causes potty training stumbling blocks. But many pediatricians suggest consistency is the key to these tots' successful transition to becoming a Big Kid with potty training.

"When toddlers are in the midst of a big developmental leap like potty training, it's crucial that parents establish consistency," said Dr. Heather Wittenberg, Pull-Ups potty training partner. "A consistent routine will provide the level of comfort and security a child needs to ensure long-term success in becoming a Big Kid."

Do The Bedtime Light Show

Instead of going to bed, the Bedtime Light Show helps toddlers "glow to bed" with a simple three-step routine using the newly designed Pull-Ups NightTime training pants:

- "Charge up" by putting the Pull-Ups NightTime training pant under a bright light source for at least 30 to 60 seconds
- "Hit the light" after children put on the pants. Make sure the room is dark - even draw the shades and close the door
- "Be a Big Kid" with the new glow-in-the-dark feature. It's just bright enough to keep children motivated but soft enough to keep bedtime calm

Incorporating the Bedtime Light Show with Pull-Ups NightTime training pants into the bedtime routine encourages children to stay consistent, motivated, and introduces a fun, new ritual to potty training. The glow-in-the-dark feature is soft enough to keep bedtime calm while still encouraging toddlers to become a Big Kid.

New Look, Same Big Kid Protection

Now, all Pull-Ups NightTime pants feature cool glow-in-the-dark designs, while still offering the same protection consumers have come to know. The glow-in-the-dark feature is meant to act as a motivational tool, encouraging

toddlers to be a Big Kid at night with their bedtime routine.

"Our goal is to give parents and toddlers the right tools and resources as they take this journey together so they can have fun along the way - and that doesn't stop at the end of the day," said Pete Sawin, brand director, Pull-Ups. "The new glow-in-the-dark designs give toddlers something to look forward to at bedtime while offering parents and child the added-value of reinforcing consistency in the potty training process."

Start Potty Training Today

Visit the Pull-Ups website (www.Pull-Ups.com) to pick a day to start and learn about great tips to help during the potty training journey. Check out the Pull-Ups Facebook page (www.facebook.com/pull-ups), Twitter page (twitter.com/pullupsbigkid) or YouTube channel (www.YouTube.com/PullUpsBigKid) to share personal potty training stories and other Big Kid experiences.

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