

Pointers For Parents

Goofproof Tips Help Moms And Dads Outfit Offspring

(NAPSA)—Although parenting remains one of the world's most challenging jobs, one part of raising kids is now easier—dressing them.

Part of the credit is due to an innovative children's clothing line by Healthtex®. This line makes it simpler to outfit kids for three reasons:

1. The clothing line uses new Kidproof® fabric treatment technology to ensure that the clothes are better at withstanding normal wear and tear. That means clothing looks better longer by resisting stains, fading, shrinkage and pilling.

This treatment is nontoxic, odor free and non-allergenic. The treatment is also available within the Kidmatch™ line, offering parents a double benefit.

2. The Healthtex® Kidmatch™ featuring the Kidproof® technology, helps kids dress themselves and coordinate their clothes by making getting dressed seem like a fun game. The clothes in this line have tops and bottoms that come with a character and symbol on the tags.

All kids have to do is to match up the letters to the coordinating clothes for a neat and pulled-together look. Each hangtag and inside label has a corresponding letter. Garments, such as denim, that match everything are represented by an A-to-Z category.

For example, a "G" on the hangtag will have a Giraffe, represented by the color bright yellow. This "G" will also be printed on the inside label of the garment.

3. Making life even easier for busy parents and grandparents, is



The features at one Web site make it easier to find and match up durable children's clothes.

a Web site where they can find and match up these clothes.

At www.healthtex.com, you can buy children's clothes for school, vacation, camp and play from mix and match collections. The site offers gift wrapping, gift certificates and free shipping on orders over \$50.

Shopping online is easier when parents buy clothes from a brand they can trust, such as Healthtex®, which has earned The Good Housekeeping Seal of Approval.

That means *Good Housekeeping* promises replacement or refund if defective.

For those who prefer retail store shopping, Healthtex® Kidmatch™ garments also featuring Kidproof® are available now at Kohl's, Sears, and other department stores.

For more information, visit www.healthtex.com.