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NOVA NATURE TOYS: SAFE FOR KIDS, GOOD FOR THE PLANET
Today's Parents Want Toys that Are Fun, Safe and Eco-Friendly

VANCOUVER – Today's parents want toys that are safe as well as fun. Nova Nature addresses this need with a selection of all-natural, child-safe and environmentally friendly toys for infants and beyond. Since its 2009 launch, Nova Nature's toys have sparked so much interest that the company is expanding their selection of eco toys in 2010.

Nova Nature distributes two product lines: Ecowoods 3D wooden puzzles and Lanco natural rubber toys. Not only are these toys safe and environmentally friendly, they are manufactured by companies that provide fair working conditions and fair wages for their farmers, artisans, and employees. "Nova Nature grew out of the desire to provide toys that are safe, eco-friendly, all-natural and sustainable," said Nova Nature president, Tanya Zhylina. "Our toys are made of natural materials and are completely safe for babies and older children as well as eco-friendly," Zhylina added.

Following a decade of toy recalls, unsafe toys still remain on the market. A 2009 study conducted before the holiday, gift-buying season showed that 42 per cent of toys tested contained PVC, a statistic that has remained constant over the last three years. Nova Nature attributes its growing success to parental concerns about toy safety. Nova Nature toys provide parents with peace of mind while making playtime fun for the kiddies.

In 2009, Nova Nature introduced Lanco natural rubber toys and Ecowoods 3D puzzles to the Canadian market. The Lanco Rubber Toy product line features colourful animals made from 100% natural latex rubber and hand-painted with non-toxic, permanent certified lead-free paints. These toys are water-resistant and are completely PVC, BPA, Phthalate and Nitrosamine free. The natural rubber is harvested sustainably and biodegrades easily. The company's wooden animal puzzles, Ecowoods 3D Wooden Puzzles, are an ecological product made of wood chips from sustainable forestry and finished with all natural finishes such as linseed oil, eucalyptus oil, sunflower oil, almond oil and beeswax. The puzzles are packaged in a reusable, cotton bag. More information including product images can be found on the company website www.novanature.ca.

After the introduction of Lanco and Ecowoods eco toys, parents and retailers alike offered positive comments about these natural, safe playthings that are also kind to the planet. The timing is right, given the growing public awareness of the hazards of chemicals in toys and the general interest in being "greener" in every aspect of our lives.

Nova Nature is a mom owned and operated business. President (and mom) Tanya Zhylina said that in 2010, the company plans to introduce a new “Baby Line” of Lanco toys consisting of teething and animal friends. “We will continue to introduce new fun and safe eco toys, and promote them to parents across Canada,” she stated.

Nova Nature was founded in 2008 to supply safe and ecologically friendly toys to the Canadian market. The company distributes Lanco natural rubber Toys and Ecowoods 3D Wooden Puzzles.

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