



positivelyorganic



Bold, bright and luxuriously-soft, Positively Organic's imaginative collection of organic childrenswear is fun to wear AND friendly to the planet.

But at its heart, Po is so much more than comfy clothes...

- ◆ It's a lifestyle, an attitude, a way of looking at the world that is confident, cheerful and optimistic.
- ◆ It's about living life with kindness, passion, and the wide-eyed wonder of childhood — filled with daring adventures and spontaneous bursts of laughter.
- ◆ At Po, we believe that when we reach for the stars, even our wildest dreams can come true.
- ◆ And that together we can make the world a better, safer, happier place.



Po was founded in 2005, on the simple belief that when it comes to dressing kids, parents shouldn't have to choose between style and sustainability.

- ◆ Launched as a “bridge” between traditional organic brands & luxury boutique brands
- ◆ Earth-friendly, socially responsible
- ◆ PLUS, a distinctive aesthetic that is bold, bright and sophisticated
- ◆ A lifestyle brand with enormous opportunity for expansion into different market segments



It all began with a line of nature-themed bodysuits, varsity tees and coordinated separates and has developed into a full range of coordinated infant and children's apparel,

- ◆ Girls, boys & gender neutral
- ◆ Ages newborn through 6 years
- ◆ Two seasonal collections -- Spring/Summer and Fall/Winter
- ◆ PLUS, an assortment of year-round mix-and-match basics and gift sets



b•babies

Luxuriously soft organic interlock cotton customized with high-quality photo-transfer images.



happywear

Vibrant mix-and-match separates made with low-impact synthetic dyes and nickel-free snaps.





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positively

Perfect for mixing and matching to accomplish a cute and cool summer look, the collection includes, shorts, tanks, tees, skirts, dresses, bloomers, and much more.

Sweet on the eyes, and environmentally-friendly, all items are produced by fair trade manufacturers in India using certified organic ring-spun cotton, low-impact chemical dyes, and nickel-free zippers and snaps.

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Fun, Stylish and Oh, So Comfy

Combining playful graphics, luscious fall colors and luxuriously soft organic cotton, Positively Organic's new fall collection offers a cornucopia of stylish delights. Whether your little one is heading back to school or off to the playground, there's something for every occasion.



DRESS FOR SUCCESS



Blossom Dress
Featuring our gorgeous watercolor print and laser-cut details, this blossom dress is fun, feminine and ultra-comfy. Made from luxuriously soft organic cotton, it features a button closure at the back of the neck for easy dressing.

Boho Leggings
Featuring an elastic waistband, slim cutting and ruffle hemlines, these adorable legging sets offer comfy and on-trend fashion. Pair with our gathered peasant top or pull-over top or do an added layer under our blossom dress or tunic set.

\$45.00 \$45.00



BIRDS & BLOOMS



Gathered Peasant Top
Delicate raying and soft organic cotton add extra flare to this casual peasant top. Features gathered at the back and wide and sweet low-heel graphic printed all-over. Available top or gathered peasant top or tunic set with our ruffle leggings or set for a whole look.

Boho Skirt Set
Soft organic cotton and delicate floral details add extra flare to this skirt and features a fun elastic waistband and fabric design. Pair with our gathered top or gathered peasant top or tunic set with our ruffle leggings for extra warmth.

Full Length Tee
Nylon cotton and bold graphic make this full length tee something more special. The full-length short-sleeve design has soft, generous, flower graphics layered over long sleeves and set with our water balloon print. Choose how and in any way.

\$35.00 \$35.00 \$35.00



ALL-STAR BABY STYLES



Long Sleeve Baby Rompers
Made from luxuriously soft organic cotton, these baby rompers feature a fun, bird-hopping design, handy tie-top hemline, and matching elastic waistband. Available in navy, white, and blue. Sizes 12-18m, 18-24m.

Reversible Baby Booties
Genuinely-soft and made from luxuriously soft organic cotton, these gorgeous double-sided baby booties will keep baby warm and cozy. Featuring our animal patterns on the front, with contrasting rim and heel side on the back. Dimensions are 4 1/2" x 1 1/2". 100% organic. Choose from red and blue or black and blue.

\$25.00 \$45.00



CUTE AS A BUNNY HEAD-TO-TOE



Colorful Infant Clogs and Booties
Light weight knitted clogs include a flexible cuff for 360-degree around baby's head. Ideal for use in the car, on the road, or in the house. Available in 12 colors. Each bootie is made from soft organic cotton. Available in 12 colors. Each bootie is made from soft organic cotton. Available in 12 colors. Each bootie is made from soft organic cotton.

Infant \$15.00 Toddler \$15.00

\$15.00 \$15.00









RAVE REVIEWS

GREEN KIDS CAN BE SUPER NATURAL!

Today's parents understand the benefits of choosing organic or all-natural products for their kids. But what about dressing them? Cotton, like organic cotton, is an ecofriendly product. It's also produced in a way that's better for the environment. Organic cotton is grown by an organic farming community in India. Its infant and toddler variety comes in a variety of earthy colors like rabbits and butterflies. (See [positivelyorganic.com](#).) Happy Green (see [happygreen.com](#)) is a brand of organic cotton baby clothes. Its products include: "gender free" organic-cotton clothing in bright, bold stripes (available, \$22); leggings, \$18; and more.

MONEY FRIENDLY FINANCE

There's a new case of "rich" kids for folks who get lonely using their money while they're young. At [www.kids.com](#), financial behavior is shared. Members can consolidate their financial accounts, but identifying details are not. Members can consolidate their financial accounts, but identifying details are not. Members can consolidate their financial accounts, but identifying details are not.

better basics
Organic cotton isn't drab anymore. From left, all but one available at [positively-organic.com](#): Happy Wear orange Baby Body (\$22); Earthline flower top (\$26); robin's-egg bodysuit (\$14, [craftsburykids.com](#)); Happy Wear sunflower Baby Body (\$22)

babytalk
31 ways to turn a bad day around
go natural!
nursery essentials
Baby Depot

organic

More than 200 adorable, fun finds
Bundle
mama's brand-new bags
Jeans & Beyond
Spring roundup!

Positively Organic
Made from organically grown, hand-picked cotton and low-impact dyes. "Happy Green" organic cotton. \$22 each. [positively-organic.com](#)

Tiny Tick Big Problem
By Mark K. Johnson

The presence of ticks on the skin is a common problem for parents and grandparents. Ticks are small, six-legged arachnids that feed on the blood of humans and animals. They can cause serious illness if not removed quickly. Ticks are most active in the spring and summer months. They are found in grassy areas, wooded areas, and brush. Ticks can be found on the skin, hair, and clothing. They can be removed with tweezers. Ticks should be removed as soon as possible. Ticks can be prevented by using tick repellent. Ticks can be prevented by using tick repellent.

UrbanBaby
www.urbanbaby.com

May 22, 2007

Absolutely Positively

Organic produce makes you think "yummy," but organic clothing still makes you think "crunchy." But the latest all-natural baby clothes are cute enough to tempt even a mom like you, who has never once (in a dorm or otherwise) hung a tapestry, made a hemp necklace or experimented with henna.

Positively Organic ("Po") is one positively perfect example, with infant and toddler clothes that are environmentally sustainable, sweatshop free and totally stylish. The "b"babies" collection is one highlight, printed with vivid, decidedly non-babyish photo-transfers, such as grasshoppers, spurred cowboy boots and seashells. Another group features graphic silhouettes of seahorses, beetles, flowers and butterflies. A series of striking screen-printed T-shirts mix and match cool corduroy cargo lounge pants. Overall, there's nary a boring grainy-oatmeal hue in sight (or any cloying pastels). And the Po headhugger cap is so seriously slick, it might be the next urban stroller set's accessory of choice.

Fashion aside, if organic clothing still makes you think "why bother" (you stubbornly un-p.c. thing, you), please refer to the following Native American proverb, as quoted on Po's site: "We do not inherit the Earth from our ancestors, we borrow it from our children."

Feel guilty, and then proceed to the site for all the details on how organic cotton helps keep the planet healthy for your little ones.

Crunchy? More like necessary.

UrbanBaby
CHECK IT OUT!



“Our event is going GREAT!!!!
We’ve sold 1300 units by noon! We
love Positively Organic!

You know Nancy, organic apparel
for kids is HUGE and your brand is
adorable! I encourage you to
keep growing; your design work,
bodies, color balance, etc are
some of the best I have seen in the
market in organic cotton.”

- Lorrain Beltran
Co-founder Zulily; formerly National
Childrenswear Buyer/Nordstrom



“This collection is absolutely gorgeous!!!!

I had people buy it right away. Even sold one as I was taking it out of box. Thanks so much. .”

- Louisa Hull, Owner
Happy Baby/Cape May, NJ





“These organic cotton baby clothes are the height of cute!!! And all with minimal impact on the Great Mama Earth. I only wish you made them in my size.”

- Anne, St. Paul, MN

“My daughter loves her new outfit from Po!

It's the first thing she picks out to wear after the laundry is finished, and she loves to dance around and show it off”.

- Miriam, Washington, DC