

BECO Butterfly II

"New definition of style, function and safety in soft structured carriers. From infancy thru toddler hood (7-45 lbs), fast and simple on and off, front and back carry, designer fabrics, durable and machine washable; you can't go wrong with Beco."

main FEATURES

- FROM NEWBORN TO TODDLER
- FRONT AND BACK CARRY
- COMFORTABLE AND STYLISH DESIGN
- 100% COTTON
- MACHINE WASHABLE
- DVD INSTRUCTIONS INCLUDED
- MADE IN USA



SPECIAL FEATURES

- REMOVABLE INFANT INSERT
- REMOVABLE HEAD REST
- SECURITY INSIDE PANEL

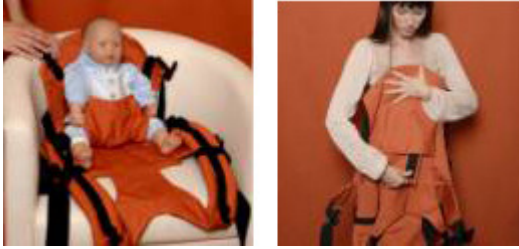


SPECIAL VALUES

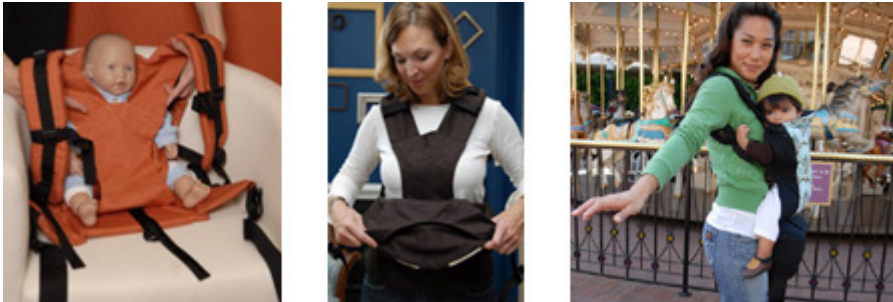
- USE OF DESIGNER FABRICS, MANY PRINTS TO CHOOSE FROM
- BABY CARRIER CAN BE USED WITH INFANTS FROM 7-45 LBS, SO PARENTS NEED ONLY ONE BABY CARRIER FROM INFANCY TO TODDLER HOOD
- BECO BUTTERFLY 2 FITS COMFORTABLY USERS BETWEEN 4'9" - 6'2"
- VERY EASY TO USE WITH A MINIMAL LEARNING CURVE
- FAST ON AND OFF (A MATTER OF SECONDS)
- FOLDS DOWN VERY SMALL FOR PORTABILITY
- ORGANIC FABRICS WILL BE AVAILABLE AS OF OCTOBER 08
- RETAIL PACKAGING MADE FROM RECYCLED MATERIAL

SPECIAL FEATURES (4):

* *removable infant insert*: Beco Butterfly 2 is **the ONLY** carrier on the market with this (patent pending) feature. Infant insert enables even the smallest babies to ride safely and comfortably, in ergonomically proper position in our baby carrier. Infant insert can be removed once baby outgrow the need for it. Recommended use for infant insert is 7-15 lbs. Infant insert is INCLUDED with purchase, NO need to purchase any accessory in order to have a complete package.



* *security inside panel*: shoulder straps of the baby carrier are attached to the carrier's inside panel, which improves the distribution of the baby's weight (thus the carrier is VERY comfortable for the wearer and the baby), and it enables parent's to pass baby from one wearer to another without taking the baby out of the carrier (very convenient feature). Inside panel contributes to the safe use of the carrier (baby sits between this panel and the outside main body of the carrier, these two components together creates a harness for baby's body), also loading baby on wearer's back is much safer and easier with this inside panel, because it prevents baby from slipping down (or falling out).



- *removable head rest (hood)*: the main purpose of the head rest is to support a head of a sleeping child, but can be also used as a protection from elements (sun, rain shower, snow - although it is NOT waterproof). Users will get the best use out of the hood with children between 6 months to 2 years, but the hood can be used with children younger or older than this range. Head rest is stored in a pocket on the waist belt, and can be used in front and back carry.
- * *stay put strap*: basically a simple 1 inch wide belt with two d-rings, which is sewn at the waist belt and serves to purpose to keep the baby carrier rolled neatly up for storage, or carrier rolled up this way can be attached round wearer's waist like a fanny pack and perform as a "hip seat" for a child, this would be a hand assisted hip carry (opposed to hand free front and back carry). Although a user would need a hand to keep child seated on the hip, it is more healthy and comfortable then pushing ones hip out to create a 'seat' for the baby.

BECO BABY CARRIER MODEL COMPARISON CHART
DIFFERENCES ARE HIGHLIGHTED IN BLUE COLOR

Model	Front Carry	Back Carry	Infant Insert	Removable Head Rest	Stay Put Strap	Security Inside Panel	Shoulder Strap Length	7-45 lb Capacity
Butterfly Original	yes	yes	built-in	flat shape	yes	yes	20"	yes
Butterfly II	yes	yes	removable	contoured shape	yes	yes	22"	yes