

Tori Spelling partners with launch of customizable, reusable baby bottles and children's cup labels.

New York, NY (March 12, 2015) – Inspired by Baby, LLC has launched a core line of customizable, reusable, and adjustable baby bottle and children's cup labels alongside actress and celebrity mother of four, Tori Spelling. NOLAbles, the unique labeling system, is the first of its kind with the design capability of allowing parents to write important information on the label – names, feeding times, reminders, dietary instructions, etc. for their children. NOLAbles are used with an included dry-erase marker, and are freezer and dishwasher safe.

Inspired by the personalities of Tori's young children, the first line of NOLAbles comes in a variety of vibrant colors and design themes including Rockstar, Princess, Vintage, and Little Man.

"As a mom, actress and entrepreneur, my best inspiration comes from my kids! My NOLAbles by Tori Spelling baby bottle and children's cup labels provide a practical and stylish solution for making sure my babes' beverages stand out and contain all the information needed to make sure they get the right drink at the right time" Spelling says.

The woman behind the customizable baby bottles and children cup labels is Amy Brown, a working mother of four, and businesswoman herself. Brown quickly realized the need for a safe and easy bottle labeling solution for her children while preparing to return to work after maternity leave. After this discovery, NOLAbles was created, and fondly named after her oldest daughter, Nola.

"As the breadwinner for my family, I do not have the option to risk it all for my baby product invention, NOLAbles. When Tori Spelling used my product for the first time and agreed to partner with me, it opened up a new door of possibilities to bring this solution into the hands of moms and dads who need it" says Brown.

NOLAbles is available for pre-order on www.nolables.com, which includes a three pack of Tori's designed labels for \$14.99, or a four pack of NOLAbles core line designs for \$14.99 as well.

For more information, please visit www.nolables.com and follow @Inspired_byBaby on Twitter, Instagram and Pinterest, and at Inspired by Baby on Facebook

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