



2026

Hi!

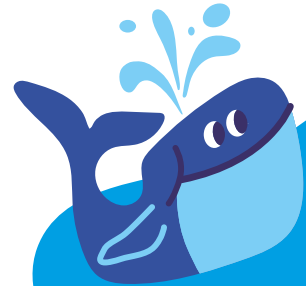
zimpli kids<sup>®</sup>

Product Brochure



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Resources such as logos, images and videos are available upon request. For access please email [Marketing@zimplikids.com](mailto:Marketing@zimplikids.com)

# Zimpli Kids

At Zimpli Kids, our mission is simple: to create fun, safe, and imaginative Just Add Water products that turn bath time, sensory play, and creative moments into unforgettable experiences for children and stress-free ones for parents. We consistently push the boundaries of play, combining vibrant ideas; non-toxic, biodegradable, and dermatologically tested designs and formulations, ensuring they're safe for kids and kind to the planet. Social media has been a key driver of Zimpli Kids' success, helping us achieve global recognition. Our products have racked up billions of views on YouTube and TikTok thanks to independent reviewers and family influencers showcasing the excitement our products bring to playtime. With this viral exposure, Zimpli Kids has secured distribution in over 50 countries worldwide, driving international brand awareness and exceptional retail success.

Due to our ISO 9001, ISO 14001 and SMETA accredited UK manufacturing facilities, we can manufacture and deliver bespoke orders in as little as a week. We also offer same day dispatch for any mainland UK orders placed before 3pm, Monday to Friday.

The Zimpli Kids logo is a red rectangle with the text 'zimpli kids' in white, lowercase letters. The 'i' in 'zimpli' has a white dot, and the 'i' in 'kids' has a white dot. A white smiley face is integrated into the 'i' in 'zimpli'. The background of the entire page features a stylized landscape with a blue sky, a yellow ground area, a green grassy area, and a red fence with white vertical bars. A green bush is visible behind the fence. The Zimpli Kids logo is placed on a red rectangular sign that is part of the fence. The overall style is colorful and child-friendly.

zimpli kids®

## Tested and accredited safety

Following an in-depth review, our Gelli Baff and Slime Baff products were the first toys to receive accreditation from one of the UK's most respected charities, the British Skin Foundation (BSF). In addition to being on the market for over 15 years, this recognition from BSF along with Dermatest reports and all the necessary toy safety testing we have available, helps give parents that extra peace of mind that our products are not only fun, but super safe for their child's sensitive skin! Over the years we have heard from numerous people who suffer from skin conditions, such as Eczema and Psoriasis, to say they have actually found Gelli Baff in particular to be beneficial to them, calming their skin conditions down and making skin feel softer. Our core Gelli and Slime powders are also certified biodegradable as per the OECD 301B standard, as tested by Intertek.

For more information on testing, safety and accreditations, please visit [www.zimplikids.com/safety](http://www.zimplikids.com/safety)



## National Autistic Society

We pride ourselves on how great for sensory and cognitive development our products are, as they are designed to foster creative expression, social interaction, cognitive exploration, and physical development. So we are extremely honoured to have official approval for our Gelli Play, by the National Autistic Society. This approval further promotes and solidifies our commitment to quality and inclusivity. Our Mega Play Pack was also rated the best tactile substance toy in expert reviews' 'Best Sensory Toys For Kids With Autism' listing.



Zimpli Kids Ltd. Premier Mill Business Park,  
Waverledge Road, Great Harwood, BB6 7XE, UK



## Toxic Tubz®

- Trash Surprise Bath Bomb

- 120g Bath bomb with surprise gross figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**

## Toxic Tubz®

- Slime Surprise Bath Bomb

- 120g Bath bomb with surprise Slime effect inside
- 1 of 4 styles to find
- 24 Count Outer

Find out more!



RRP  
**£4.99**  
**\$5.99**



## Baff Buddies®

- Mama & Baby Otter Floating Bath Toy

- Includes floating Otter bath bomb holder and water squirter Baby Otter toy, plus 3x Shimmery Lavender bath bombs
- 12 Count Outer

Find out more!



RRP  
**£14.99**  
**\$19.99**

## Baff Buddies®

- 4 Pack Bath Bomb Refill Pack

- Refills for Mama & Baby Otter Floating Bath Toy
- Includes 4x Shimmery Lavender bath bombs
- 8 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**



## Baff Potions®

- Pop 'n' Fizz Multi-Pack

- Includes Potion Bottle, Filling Funnel, 6x Potion Powder Bags, 6x Fizzy Star Fragment Bags, 6x Popping Crystal Sachets, Spell Book Instruction Leaflet
- 12 Count Outer

Find out more!



RRP  
**£14.99**  
**\$19.99**



## Baff Paints®

- Activity Set

- Contains 10x 5g Paint Sticks
- 1x Colouring Bath Book
- 1x Duck Sponge
- 5x Shape Stamps
- 1x Mesh Storage Bag
- 12 Count Outer

Find out more!



RRP  
**£14.99**  
**\$19.99**



## Baff Paints®

- 10 Pack Paint Sticks

- Contains 10x 10g Paint Sticks
- Paints on all surfaces and wipes away with water
- 16 Count Inner

Find out more!



RRP  
**£7.99**  
**\$9.99**

## Baff Crayons®

- 6 Pack Crayons

- Contains 6x Colourful Bath Crayons
- Custom Zimpli design with increased grip and improved ergonomics
- 16 Count Inner

Find out more!



RRP  
**£4.99**  
**\$5.99**



## Baff Bombz®

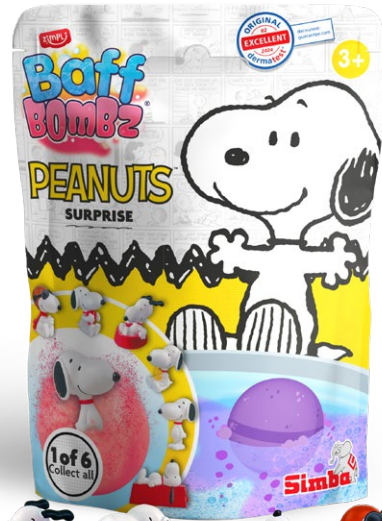
- Care Bears™ Surprise

- 100g Bath bomb with surprise Care Bears™ figure inside
- 1 of 7 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£5.99**  
**\$7.99**



## Baff Bombz®

- Peanuts™ Surprise

- 100g Bath bomb with surprise Snoopy character figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£5.99**  
**\$6.99**



## Baff Bombz®

- Miraculous® Surprise

- 100g Bath bomb with surprise Miraculous® character figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£5.99**  
**\$6.99**



## Baff Bombz®

- Butterfly Surprise

- 100g Bath bomb with surprise Butterfly ring inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**

## Baff Bombz®

- Alien Surprise

- 100g Bath bomb with surprise Alien figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**



## Baff Bombz®

- Fruity Surprise

- 100g Bath bomb with surprise Fruit figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
\$5.99

## Baff Bombz®

- Dino Surprise

- 100g Bath bomb with surprise Dino figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
\$5.99



## Baff Bombz®

- Unicorn Surprise

- 100g Bath bomb with surprise Unicorn figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**

## Baff Bombz®

- Gingerbread Surprise

- 100g Bath bomb with surprise Gingerbread figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**



## Baff Bombz®

- Santa Surprise

- 100g Bath bomb with surprise Christmas figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**

## Baff Bombz®

- Christmas Duck Surprise

- 100g Bath bomb with surprise Christmas Duck figure inside
- 1 of 6 styles to collect
- 24 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**



## Baff Bombz®

- Dino Surprise 6 Pack

- Includes 6x 100g Bath bombs with surprise Dino figures inside
- Includes all 6 collectable styles
- 12 Count Outer

Find out more!



RRP  
**£14.99**  
**\$19.99**

## Baff Bombz®

- Unicorn Surprise 6 Pack

- Includes 6x 100g Bath bombs with surprise Unicorn figures inside
- Includes all 6 collectable styles
- 12 Count Outer

Find out more!



RRP  
**£14.99**  
**\$19.99**



## Baff Bombz®

- Gingerbread Surprise 6 Pack

- Includes 6x 100g Bath bombs with surprise Gingerbread figures inside
- Includes all 6 collectable styles
- 12 Count Outer

Find out more!



RRP  
**£14.99**  
**\$19.99**

## Baff Bombz®

- Santa Surprise 6 Pack

- Includes 6x 100g Bath bombs with surprise Santa figures inside
- Includes all 6 collectable styles
- 12 Count Outer

Find out more!



RRP  
**£14.99**  
**\$19.99**



## Baff Bombz®

- Solar System

- Includes 9x 40g Planet bath bombs and 9x Educational planetary fact cards
- 12 Count Outer

Find out more!



RRP  
**£9.99**  
\$12.99



21  
Bath Bombs



# Baff Bombz®

- Magic Brush

- Includes Magic Brush Bath Bomb holder with sparkling glitter handle and 4x 40g Colour changing bath bombs
- 6 Count Outer

Find out more!



RRP  
**£11.99**  
**\$14.99**



## Baff Bombz®

- Magic Brush + 24 Baff Water Colours

- Includes Magic Brush Bath Bomb holder with sparkling glitter handle, 4x 40g Colour changing bath bombs and 24x Baff Water Colour Tablets
- 6 Count Outer

Find out more!



RRP  
**£14.99**  
**\$18.99**

## Baff Bombz®

- Unicorn Special Effect

- White Unicorn bath bomb with Multicolour Unicorn Mane effect
- 12 Count CDU

Find out more!



RRP  
**£3.99**  
**\$4.99**



## Baff Bombz®

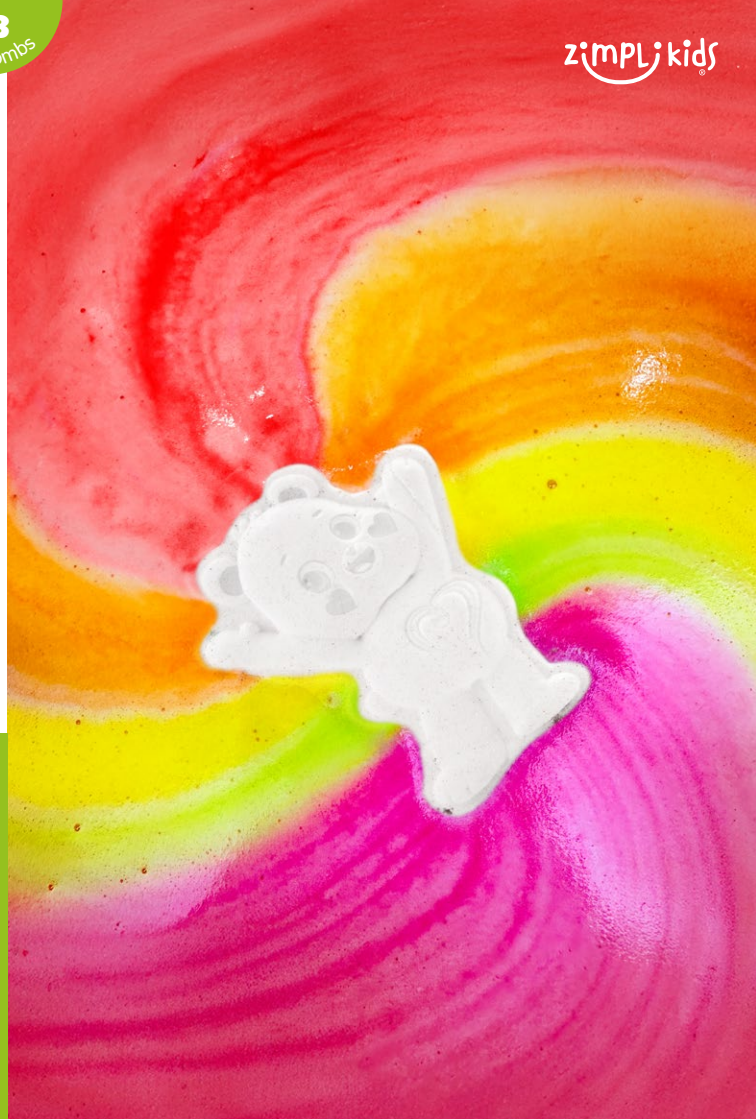
- Care Bears™ Special Effect

- White Togetherness Bear bath bomb with Multicolour effect
- 16 Count Inner

Find out more!



RRP  
**£4.99**  
**\$5.99**





## Baff Bombz®

- Rainbow Special Effect

- White Cloud bath bomb with Multicolour Rainbow effect
- 12 Count CDU

Find out more!



RRP  
**£3.99**  
**\$4.99**



## Baff Bombz®

- Rocket Special Effect

- White Rocket bath bomb with Multicolour Flame effect
- 12 Count CDU

Find out more!



RRP  
**£3.99**  
**\$4.99**





## Baff Bombz®

- Star Special Effect

- White Star bath bomb with radiating Multicolour effect
- 12 Count CDU

Find out more!



RRP  
**£3.99**  
\$4.99



## Baff Bombz®

- Rainbow Special Effect 3 Pack

- Includes 3x White Cloud bath bombs with Multicolour Rainbow effects
- 9 Count Outer

Find out more!



RRP  
**£9.99**  
**\$12.99**

## Baff Bombz®

- Special Effect 4 Pack

- Includes White Cloud, Rocket, Star and Unicorn bath bombs, all with Multicolour effects
- 8 Count Outer

Find out more!



RRP  
**£12.99**  
**\$14.99**



## Baff Bombz®

- Fizzy Egg 4 Pack

- Includes 4x Multicolour Egg shaped bath bombs packed in a colourful egg carton
- 18 Count Outer

Find out more!



RRP  
**£5.99**  
\$7.99

## Baff Bombz®

- Flat Egg 6 Pack

- Includes 2x 100g Pink & Orange, 2x Blue & Purple, and 2x Green & Blue bath bombs with fruity scents
- 8 Count Outer

Find out more!



RRP  
**£9.99**  
\$10.99



## Baff Bombz®

- Novelty Animals Frog & Llama

- Includes 2x 40g Green or 2x 40g Purple bath bombs with fruity scents
- 16 Count Outer
- 16 Count Clip Strip option also available

Find out more!



RRP  
**£1.99**  
**\$2.99**

## Baff Bombz®

- Novelty Christmas Tree & Elf

- Includes 40g Purple & 40g Blue or 2x 40g Red bath bombs with christmas cake scents
- 16 Count Outer
- 16 Count Clip Strip option also available

Find out more!



RRP  
**£2.99**  
**\$3.99**



## Baff Bombz®

- Round 4 Pack

- Includes 4x 40g Red, Blue, Green and Purple round bath bombs with fruity scents
- 8 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**

## Baff Bombz®

- Round Single

- Includes 40g Red, Blue, Green or Purple round bath bomb with fruity scents
- 16 Count CDU

Find out more!



RRP  
**£1.00**  
**\$2.00**



## Baff Bombz®

- Mega 20 Pack

- Includes 8x 40g round bath bombs, 8x 40g star bath bombs and 4x 100g flat egg bath bombs with fruity scents
- 4 Count Outer

Find out more!



RRP  
**£14.99**  
**\$18.99**

## Baff Bombz®

- Round 20 Pack

- Includes 20x 40g Red, Blue, Green and Purple round bath bombs with fruity scents
- 4 Count Outer



RRP  
**£13.99**  
**\$15.99**



## Gelli Baff®

- 1 Bath Use or 6 Play Use Pack

- Turns water into biodegradable Gelli
- Available in Red & Blue
- Certified biodegradable to OECD 301 B
- 12 Count CDU

Find out more!



RRP  
**£4.99**  
\$5.99

## Smelli Gelli Baff®

- 1 Bath Use or 6 Play Use Pack

- Turns water into biodegradable Gelli
- Available in Purple Bubblegum
- Certified biodegradable to OECD 301 B
- 12 Count CDU

Find out more!



RRP  
**£4.99**  
\$5.99



## Slime Baff®

- 1 Bath Use or 4 Play Use Pack

- Turns water into biodegradable Slime
- Available in Green
- Certified biodegradable to OECD 301 B
- 12 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**

## Glitter Slime Baff®

- 1 Bath Use or 4 Play Use Pack

- Turns water into biodegradable Slime
- Available in Purple with Cosmetic Bio-Glitter®
- Certified biodegradable to OECD 301 B
- 12 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**



## Slime Baff®

- Miraculous® Ladybug & Cat Noir Packs

- Turns water in biodegradable Slime
- Includes 5x Glow-in-the-dark Miraculous® figures
- Available in Aqua and Green
- 12 Count Inner

Find out more!



RRP  
**£5.99**  
**\$6.99**

## Crackle Baff®

- 3 Colour Pack

- Makes your bath water crackle, pop and change colour
- Includes Red, Yellow and Blue Crackle
- 16 Count CDU

Find out more!



RRP  
**£2.99**  
**\$3.99**



## Crackle Baff®

- 6 Colour Rainbow Pack

- Makes your bath water crackle, pop and change colour
- Includes Red, Yellow, Blue, Green, Purple and Orange Crackle
- 12 Count CDU

Find out more!



RRP  
**£4.99**  
**\$5.99**

## Crackle Baff®

- 12 Colour Rainbow Pack

- Makes your bath water crackle, pop and change colour
- Includes Red, Yellow, Blue, Green, Purple and Orange Crackle
- 9 Count Outer

Find out more!



RRP  
**£7.99**  
**\$9.99**



## Baff Water Colours®

- 9 Tablet Pack

- Changes the colour of your bath water
- Includes 3x Red, 3x Yellow and 3x Blue Tablets (3 Sachets)
- 16 Count CDU

Find out more!



RRP  
**£2.99**  
\$9.99

## Baff Water Colours®

- 18 Tablet Pack

- Changes the colour of your bath water
- Includes 6x Red, 6x Yellow and 6x Blue Tablets (9 Sachets)
- 12 Count CDU

Find out more!



RRP  
**£3.99**  
\$9.99



## Mega Baff® Pack

- 12 Use Multi-Pack

- Includes 2x Slime Baff, 2x Gelli Baff, 2x Smelli Gelli Baff, and 6x Crackle Baff Sachets
- 4 Count Outer

Find out more!



RRP  
**£14.99**  
**\$18.99**

## Mega Baff® Pack

- 12 Use Multi-Pack (With Baff Bombz)

- Includes 2x Slime Baff, 2x Gelli Baff, 2x Crackle Baff Sachets, 2x 100g flat egg bath bombs, 2x 40g round bath bombs and 2x 40g star bath bombs
- 4 Count Outer

Find out more!



RRP  
**£14.99**  
**\$18.99**



## Glowy Gelli® fish

- 2 Sachet Pack

- Includes: 2x Sachets of Aqua Glow-in-the-dark Slime powder
- 1x Glowy Gelli® fish container
- 8 Count Inner

Find out more!



RRP  
**£7.99**  
**\$9.99**

## Doodle 'n' Dip®

- Activity Set

- Includes 8x Coloured Magic Marker Pens and 9cm x 9cm Picture Paddle
- 9 Count Outer

Find out more!



RRP  
**£9.99**  
**\$11.99**



## Slime Play®

- Makes up to 10 Litres of Slime

- Turns water into biodegradable Slime
- Available in Green, Red and Blue
- Certified biodegradable to OECD 301 B
- 16 Count CDU

Find out more!



RRP  
**£2.99**  
**\$3.99**

## Glitter Slime Play®

- Makes up to 10 Litres of Slime

- Turns water into biodegradable Slime
- Available in Pink and Aqua with Cosmetic Bio-Glitter®
- Certified biodegradable to OECD 301 B
- 16 Count CDU

Find out more!



RRP  
**£2.99**  
**\$3.99**



## Sno Play®

- 2 Pack

- For Decoration or Modelling Fun Indoors, or SnoBall Fights Outdoors
- Includes 2x Sno Play powder bags
  - Makes 30+ SnoBalls!
- 16 Count CDU

Find out more!



RRP  
**£2.99**  
**\$3.99**

## Sno Play®

- 4 Pack

- For Decoration or Modelling Fun Indoors, or SnoBall Fights Outdoors
- Includes 4x Sno Play powder bags
  - Makes 60+ SnoBalls!
- 12 Count CDU

Find out more!



RRP  
**£3.99**  
**\$4.99**

41  
Foil Bags



## Slime Play

Foil bags make up to 4 Litres of Slime

- Available in Green & Red
- Certified biodegradable to OECD 301 B

## Gelli Play®

Foil bags make up to 4 Litres of Gelli

- Available in Green & Red
- Certified biodegradable to OECD 301 B

## Crackle Baff®

Mystery Colour Foil bags

- Available in Red, Blue and Yellow
- Larger Bags

## Sno Play®

Foil bags make 15+ Snoballs

- Available in White

Boxes can be opened and displayed as a 12 Count CDU, or kept closed and sold as a 12 Use Retail Pack.

**12 Pack RRP £9.99/\$12.99** 12 or 60 count clip strip options also available.

RRP  
**£1.00**  
**\$2.00**

Find out more!



**Z's****42**  
Teen & Adult**Z's**

- Round Bath Bombs 8 Pack

- Includes 8x 40g mixed colour bath bombs with fruity scents (Colours may vary)
- 12 Count Outer

Find out more!

RRP  
**£6.99**  
\$7.99**Z's**

- Zodiac Sign Bath Bombs

- Includes 250g Zodiac Sign de-bossed bath bomb with scents inspired by the four elements
- 12 Zodiac Sign Designs
- 12 Count Inner

Find out more!

RRP  
**£7.99**  
\$9.99



## Z's

- Lemon & Matcha Boba Bath Bombs

- Includes 12x 15g Lemon & Matcha Boba bath bombs in a Boba Tea cup
- 12 Count Outer

Find out more!



RRP  
**£7.99**  
**\$9.99**

## Z's

- Marshmallow Bath Bomb 3 Pack

- Includes 3x 100g printed face Marshmallow bath bombs, with Vanilla, Strawberry and Marshmallow scents
- 20 Count Outer

Find out more!



RRP  
**£8.99**  
**\$10.99**





## Sensory Starter Pack

- Great for sensory play and modelling

- Includes 45x Play Water Colours Tablets, 20x Crackle Play Colours, 12x Slime Play Green, 12x Glitter Slime and Gelli Play Mixed, 12x SnoPlay and 12x Gelli Play Mixed Colours (Red, Purple, Aqua, Orange)

RRP  
**£79.99**  
\$99.99

## Glitter Slime & Gelli Play®

- Great for sensory play and modelling

- Includes 3x Pink Slime, 3x Aqua Slime, 3x Purple Gelli & 3x Orange Gelli powder bags, all with Cosmetic Bio-glitter® (Each bag makes up to 10 Litres of Gelli or Slime) and 6x Dissolver bags
- 6 Count Outer

RRP  
**£19.99**  
\$24.99



## Slime Play®

- Great for sensory play

- Available in Green, Red and Blue
- Includes 12x Slime powder bags (One bag makes up to 10 Litres of Slime)
- 12 Count Outer

RRP  
**£19.99**  
**\$24.99**

## Gelli Play®

- Great for sensory play and modelling

- Available in 8 Colours (Single or Mixed Colour Packs)
- Includes 12x Gelli powder bags (One bag makes up to 10 Litres of Gelli) and 12x Dissolver bags
- 6 Count Outer

RRP  
**£19.99**  
**\$24.99**



## Sno Play®

- Great for sensory play and modelling

- Available in White
- Includes 12x Sno Play powder bags and 12x Dissolver Bags
- 6 Count Outer

RRP  
**£19.99**  
\$24.99

## Crackle Play Rainbow

- Great for sensory play

- Available in Red, Orange, Yellow, Green, Blue and Purple (Mixed Colour Pack)
- Includes 24 x Crackle Play sachets
- 12 Count Outer

RRP  
**£14.99**  
\$18.99



## Play Water Colours

- Great for sensory play

- Available in Red, Yellow and Blue (Mixed Colour Pack)
- Includes 45x Play Water Colour tablets (Three coloured tablets per sachet)
- 12 Count Outer

RRP  
**£12.99**  
**£14.99**

## Zimpli® Play Tray

- Great for sensory play

- Inflatable play tray for sensory and messy play
- Perfect for filling with Slime Play®, Gelli Play® or Sno Play®
- 20 Count Outer

Inflated size: 55cm x 40cm x 6cm  
Inner Dimensions: 43cm x 26cm x 6cm

**Did you know?**



**Displays that play our looped video commercials have proven to increase sales by 400%**  
All our TV displays come with preloaded SD Cards that will play the video commercials for our best-selling products on loop!

## Displays

We have a variety of display options available including full colour printed inner cases which double up as Counter Display Units, Cardboard Free Standind Display Units and TV Shelf Displays.

Whether it's cardboard or metal, till point sized or a full pallet, we can make it. Artworks can be fully customised and units stocked with any configuration of our products.

Simply email [Sales@ZimpliKids.com](mailto:Sales@ZimpliKids.com) and we can discuss all your wants and needs.



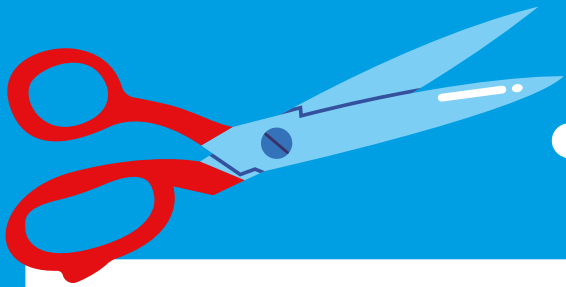
# Social Media

At Zimpli Kids, digital marketing plays a big role in our success, and we're constantly working to grow and improve our online presence. We've built a fantastic global community of influencers, creators, and content stars across YouTube, Instagram, TikTok, and more. From viral TikToks to trending Instagram posts, we're hitting millions of views, with billions on YouTube! Our collaborations with influencers are a huge part of our success, creating an authentic buzz around our products and connecting with our audience in fun, creative ways.

We also work closely with our distributors, providing social media and marketing support to help increase brand awareness in their regions.

If you need any brand assets, product images, or TVCs, we've got everything ready to share. Just drop us an email at [Marketing@zimplikids.com](mailto:Marketing@zimplikids.com)





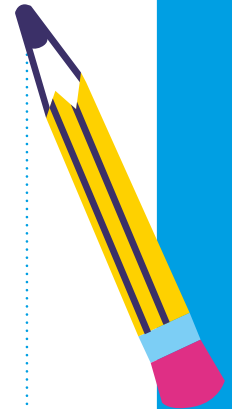
# Bespoke Products

Looking to create your own branded bath products? Zimpli Kids offers private labelling services to manufacture bath bombs, Gelli and Slime products tailored to your needs! From product design to packaging, we'll ensure everything meets your company's standards.

Our bespoke services include multilingual packaging options and OEM project development. We work closely with many of our customers to produce products tailored to their specific market, brand or price point. With minimum order quantities starting at just 2,000 pieces, we make it simple to create unique branded products.

Ready to explore private labelling or custom packaging? Reach out to us at [Sales@ZimpliKids.com](mailto:Sales@ZimpliKids.com), and let's bring your vision to life!

Find out more!



# Contact



+44 (0)1254 460006



## Worldwide enquiries

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## Accounts

[Accounts@zimplikids.com](mailto:Accounts@zimplikids.com)

## Marketing

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Great Harwood, BB6 7XE, UK



[www.ZimpliKids.com](http://www.ZimpliKids.com)

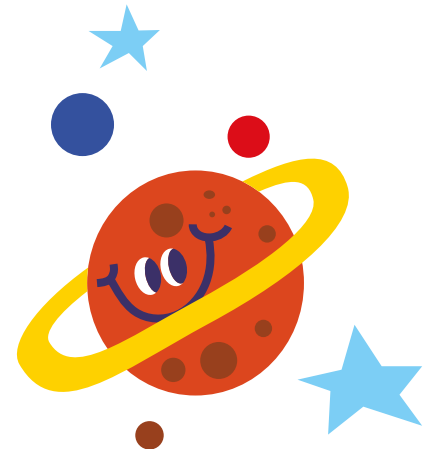


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