

BEADOS

Magically join with water!



We're Back with Beados

February, 2008

Childrens Media Release-April Release

Bring your artwork and imagination to life With Beados – the new beads that join magically with water

Beados are the new and improved craft craze to hit Australia. These bright, colourful beads magically join together with water to create fun designs.

What's different about Beados is that no heat or messy glue is required, meaning your mum will like them as much as you do!

Beados is also made using a brand new bead formula to ensure the coolest and safest playing experience for you.

With Beados, let your imagination run wild. The beads come with amazing template designs to help you create fantastic characters and accessories, or even make your own designs.

What's more, the beads come in heaps of awesome stand-out colours; including glitter and glow in the dark Beados!

Making cool designs is really easy; all you have to do is follow three easy steps:

1. **Make:** Choose your design from the templates and load the beads into the Beados dispenser pen. Select a colour and press the button to eject the beads onto the tray.
2. **Spray:** Spray your design with water.
3. **Stay:** Leave the beads for around ten minutes to magically join together.

Suitable for ages 4 and up, the new, improved and exciting range will be available from toy retailers and leading department stores nationally from mid **April**.

Paul Solomon, Director of Moose Enterprise said Beados was a fantastic tool for developing children's motor skills. "As well as being great fun, Beados also encourage children to use their creativity and imagination."

Products in the Beados range include Starter pack, Design-A-Light, Activity Pack, Super Studio, Themed Refill, Glitter and Metallic Refill

Visit the Beados website www.Beadosbeads.com where you can download a Beados Fact Sheet, templates, create your own designs and sign up to receive regular product updates, exclusive designs and much more.

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