

Subject: **Thank you for your letter to i play.**

Time: 3:04 pm, PST

Date: Wednesday, March 1, 2017

Dear Tamara,

Thank you for reaching out with openness through your thoughtful and respectful letter. And thank you for your work and commitment to keeping children safe. We have compassion for your children's lead exposure and understand that it is a powerful driving force for your mission. We acknowledge your tireless efforts to protect children and their families. i play., Inc. was founded on the very same premise of providing an environment that supports children's health, safety and well-being.

In our relationships, we also strive to have empathetic communication and conversations. We do not feel good about the process of how this situation has escalated and we should have responded to you directly. We apologize. We want to make it right.

We appreciate you bringing to our attention that you found leaded paint on the glass insert of one of our products. We were shocked because the green sprouts® Glass Sip & Straw Cup product had been tested and deemed safe. We were extremely concerned for our customers, as the health and safety of our products is an essential priority for i play. Every year, we spend hundreds of thousands of dollars testing our products and ensuring that they meet or exceed U.S. Consumer Product Safety Commission (CPSC) standards, as well as other international standards.

Once we learned of the claims, we immediately sent more than 50 samples for additional and thorough professional testing with an accredited laboratory and shared consumer concerns with the CPSC. We were confused because although the laboratory test results indicated a trace amount of lead, none of the various testing methods showed results anywhere nearly as high as 3000 ppm.

Nevertheless, we were concerned about any potential toxic effects of trace amounts of lead, so we sent testing results to a toxicologist for his assessment. The toxicologist noted that because the glass insert of the green sprouts® Glass Sip & Straw Cup is designed to be fully contained within the protective plastic housing during normal use, it is not meant to come into contact with a child or liquids that a child would consume. Even if an adult or child comes into direct contact with the markings on the outside of the glass insert, the available (soluble) inorganic lead residue is below the acceptable threshold of 1.0 microgram per glass.

We are working with the CPSC and waiting for the agency's direction regarding its official recommendations. However, in the interim we are taking our own steps to remove this product from the market and replace it. We are sending return shipping labels to consumers and offering free replacement glass inserts (without markings of any kind) through this online form. We have stopped the sales of this product and are asking our retail partners to return any in-stock product. Going forward, we will ship new Glass Sip & Straw Cups without any markings on the glass insert.

We appreciate you bringing this issue to our attention. We have learned from this experience and are implementing even more rigorous processes in our quality assurance procedures to ensure the health and safety of our products. We hope to build a stronger relationship with you and your community so that you will be a resource to us and that we can regain your trust and work together to continue to develop and manufacture natural, healthy and safe baby products.

Sincerely,

Becky Cannon and Emi Kubota
Founder & President, Vice President
i play., Inc.



**Becky Cannon, Founder, President, and Author
i play., Inc.**

2000 Riverside Drive Suite 9
Asheville, NC 28804 USA