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FOR IMMEDIATE RELEASE

Squatty Potty® Introduces Innovative Stool for Children

SquattyPottymus® solves potty-training woes and helps make pooping easier

ST GEORGE, Utah- Sept 19, 2017 –Squatty Potty, known for their development of the Squatty Potty® toilet stool, is launching a stool for children ages two to eight - the SquattyPottymus®. Designed to:

1. Help toddlers feel secure and successful as they toilet train.
2. Place children in the all-important squat position.

In recent years Squatty Potty has been contacted by pediatricians requesting a stool designed to properly position children on the toilet. “When a child is put onto a big toilet seat with legs dangling, they can’t relax and fear falling in,” says Judy Edwards, co-founder and creator of Squatty Potty. “Because of this fear, they put off pooping and start withholding, which can lead to life-long issues.”

Pediatric urologist Steve Hodges, M.D. of Wake Forest University School of Medicine explains, “When children regularly withhold, they can become chronically constipated. Chronic constipation is epidemic in U.S. children and causes most cases of enuresis, (wetting) and encopresis, (poop accidents).”

Research shows people poop more quickly and easily when squatting. Dr. Hodges notes, “I recommend the Squattypottymus for my patients because it helps their pooping muscles relax so they can more fully evacuate.”

The SquattyPottymus stool encourages a natural squat, opening the colon for an easier and more complete elimination. A cap is included to extend the height of the stool to accommodate different height toilets or smaller children. The accompanying ergonomic seat helps to take away the fear of the toilet hole as it cradles the child in a comfortable and safe experience. The SquattyPottymus facilitates proper toilet posture for children from age two to eight years old.



Squatty Potty introduces toilet stool for children.

For more information visit <https://www.squattypotty.com/> or call Linda Stay at 855-628-1099.
Connect on social media [@squattypotty](#), [#squattypotty](#), [#poopbetter](#)

About Squatty Potty, LLC

Founded in 2011, Squatty Potty, LLC is a consumer products company whose product lines consist of toilet stools, sprays and other bathroom accessories. Its flagship product, the Squatty Potty stool, is designed to help users assume the squatting position while using the bathroom, delivering fast, complete elimination with comfort and ease. In 2014, the Company was featured on ABC's hit TV show Shark Tank, and became the second most successful company in the history of the show. In 2015, the Company launched a wildly successful marketing campaign featuring a viral YouTube video that has garnered over 140 million views to date and won the 2016 Webby Award. Currently Squatty Potty products are sold in over 6,000 retail locations globally including Bed, Bath & Beyond, Costco, Walmart and Target.

About Steve Hodges, MD

Pediatric urologist Steve Hodges, M.D. of Wake Forest University School of Medicine is co-founder of [BedwettingAndAccidents.com](#) and co-author of *Bedwetting and Accidents Aren't Your Fault*.

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