



## Fashion Designer And New Mom Jenni Kayne Partners With drugstore.com to Offer Chic Mommy Bag

**--The on-the-go bag filled with essentials for baby and mom is available as a gift with any \$75 purchase**

BELLEVUE, Wash. and LOS ANGELES, March 17, 2009 /PRNewswire via COMTEX News Network/ -- For the first time, [drugstore.com](http://www.drugstore.com), a leading online retailer of health, beauty, vision and pharmacy products is partnering with fashion designer and new mom, Jenni Kayne, to offer a unique gift bag full of natural and eco-friendly products for mom and baby. Beginning today, customers can go to [www.drugstore.com/jennikayne](http://www.drugstore.com/jennikayne) and receive the designer Mommy Bag as a gift with a \$75 purchase while supplies last. Kayne, who welcomed her first child Tanner late last year, created the roomy canvas pouch as an alternative to a more traditional diaper bag. Large enough to store products for a quick outing and small enough to store tidily into a stroller or slouchy handbag, the washable, durable bag has elasticized pockets for bottles and snacks and offers a convenient way to keep baby travel basics separate and accessible.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090317/SF84658>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070813/AQM043LOGO>)

"When I was pregnant I was looking at diaper bags and thought there should be more options for busy new moms. I wanted to design something that could hold the basics for quick trips without sacrificing style or comfort," says Kayne. "Diaper bags can be so cumbersome and sometimes when you're going out for a walk or need to run a quick errand with a baby, a giant bag doesn't make anything easier."

The Jenni Kayne Mommy Bag is more than a \$50 value and comes filled with full and deluxe-sized samples for Mom and Baby, many from the drugstore.com Green and Natural store:

Philips Avent Silicone Orthodontic Pacifiers, 0-3 months

Philips Avent 4oz/125ml Bottle BPA-Free, 0-3 months

Burt's Bees(R) Baby Bee(R) Buttermilk Lotion

Belly-bar(TM) Vanilla Dreams Milkshake

Belly-bar(TM) Baby Needs Chocolate Bar, Chocolate Toffee Crisp

Seventh Generation(TM) Diaper

California Baby(R) Calendula Cream

California Baby(R) Super Sensitive(TM) Shampoo & Bodywash

Earth's Best TenderCare(R) Chlorine-Free Diapers & Wipes

Earth's Best TenderCare(R) Chlorine-Free Baby Wipes Resealable Travel Pack

Susan Brown's Baby(TM) Moisturizing Hand Sanitizer

This functional, fashionable design by Jenni Kayne is one of many unique incentives for customers to save time and money by shopping on drugstore.com for their health, beauty and household products.

"drugstore.com is an extremely convenient way for Moms to shop," says Julie Johnston, Vice President of OTC Merchandising for drugstore.com. "Home delivery of a wide assortment of products, competitive pricing, and Auto Delivery options can really help manage a busy schedule and give moms the gift of more time to enjoy their children."

drugstore.com offers customers [free shipping](#) on most orders, 5% [cash back](#) through the drugstore.com dollars(TM) customer loyalty program, and valuable "click and save" instant online [coupons](#) for many everyday essentials. For more information on customer perks, go to <http://www.drugstore.com/customerperks>.

About Jenni Kayne, Inc.

Designer Jenni Kayne launched her eponymous label in 2003 at the age of nineteen, and has since established herself as one of the front-running names in new American design. Since its inception, the brand has expanded to include Ready-to-Wear and Accessories, as well as Limited Edition capsule menswear collection.

In October 2007, Kayne opened her first retail boutique in her hometown of Los Angeles, California, which showcases all Jenni Kayne collections in addition to select home decor, art and lifestyle items.

For further information, please visit [www.jennikayne.com](http://www.jennikayne.com).

About drugstore.com

drugstore.com, inc. (Nasdaq: DSCM) is a leading online provider of health, beauty, vision, and pharmacy products. Our portfolio of brands includes: drugstore.com(TM), [Beauty.com](#)(TM) and [VisionDirect.com](#)(TM). All are accessible from <http://www.drugstore.com> and provide a convenient, private, and informative shopping experience while offering a wide assortment of more than 45,000 products at competitive prices. The [drugstore.com pharmacy](#) is certified by the National Association of Boards of Pharmacy (NABP) as a Verified Internet Pharmacy Practice Site (VIPPS) in compliance with federal and state laws and regulations in the United States.

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