



**Inventing Better Faster Solutions to Everyday  
Home, Health and Family Challenges**

**For Immediate Release**

Contact: Lisa Ximenez  
Goddess of Gadgets  
(310) 344-6670

LisaXimenez@GoddessOfGadgets.com  
www.GoddessOfGadgets.com

## **BUMP IT OFF Wins Best Grooming Product Award at SuperZoo Pet Industry Trade Show and Family Magazines 2016 Family Choice Award in the Pet Category**



August 20, 2016 South Pasadena, Calif. – *BUMP IT OFF* took first place in the Pet Grooming category of the New Product Showcase Awards at 2016's SuperZoo pet industry trade show, held August 2-4 at the Mandalay Bay Convention Center in Las Vegas, Nevada.

*BUMP IT OFF*, a Goddess of Gadgets invention, was voted for by pet industry retailers at SuperZoo as their favorite grooming product from the New Product Showcase. There were 820 products competing in the New Product Showcase.

Produced and managed by the World Pet Association, SuperZoo is designed to enrich the pet industry by providing networking within the community of pet-related professionals and by giving them access to new trends, products and cutting-edge educational programs that provide innovative business and marketing concepts. A total of 1197 companies exhibited their newest trends and top-selling products to the record-setting attendance at the pet industry expo that is known as the National Show for Pet Retailers.

This month *BUMP IT OFF* also earned a 2016 Family Choice Award in the Pet category. The Family Choice Awards is a division of Family Magazines, publishing online gift guides of recommended products for the entire family, including pets.

*BUMP IT OFF* is eco-friendly, a 100% silicone sleeve that fits on the hand in 4 different positions and has gentle bristles on one side and smooth bumps on the other. For dry grooming or shampooing, the silicone "grabs" loose pet fur while owners gently brush with the bristle side or give a more invigorating massage with the bumpy side. It also removes pet fur from furniture and clothing and elsewhere in the home, *BUMP IT OFF* gently scrubs laundry stains, pans or produce in the kitchen, exfoliates or massages in the bath or shower, and has endless uses. *BUMP IT OFF* can be sanitized in the top rack of the dishwasher, restoring it to like-new condition.

Says inventor and company owner Lisa Ximenez, "I'm a busy mom, and I'm always looking for more efficient ways to do things around the house." In the case of *BUMP IT OFF*, the innovative thinker had been "working with swatches of silicone I found incorporated into other products, I wanted to use them to design a cleaning tool that could replace a lot of that junk around the house." The result was *BUMP IT OFF*.

## Goddess of Gadgets Bio

I have 25 years of executive experience in promotional brand development, including 15 years as founder and CEO of RT Marketing — my own promotions and licensing agency.

My specialty is concept-to-delivery product development, and my clients have included consumer brands Avon, Kellogg's and Coke; entertainment brands 007 James Bond, Disney and Activision; sports brands Nike Golf, Chicago Bulls and K-Swiss; luxury brands Aston Martin, Swarovski and Omega, and spirits & brewed beverage brands Smirnoff, Finlandia and Heineken.

I design, develop, manufacture and distribute consumer household goods. After almost 20 years of amassing expertise in targeting a client's needs, developing solutions, manufacturing, bringing to market and promoting, I am now building my own brand to meet the needs of every day consumers. Goddess of Gadgets taps into the spectrum of my professional experience, but now I invent and produce innovative products in the form of better, faster solutions to everyday home, health and family challenges. I'm creating products people love and building a brand they trust.

For more information on *BUMP IT OFF* and Goddess of Gadgets, please contact Lisa Ximenez at (310) 344-6670/[LisaXimenez@GoddessOfGadgets.com](mailto:LisaXimenez@GoddessOfGadgets.com)



# **BUMP IT OFF™**

## **...AND BRUSH IT AWAY**

**The better faster way to clean everything around the house!**