Retainer Buddy Launches on Walmart.com Across The Nation

This Fall is a win-win for children undergoing orthodontic care and their parents as Retainer Buddy launches exclusively on Walmart.com. The fun, sturdy holder is reminiscent of a bobblehead figurine with a universally designed space to hold retainers, clear liners, mouth guards, dentures and more.

When children aren’t wearing their dental gear, they simply place it the mouth of their themed buddy until they’re ready to wear it again. Best of all, parents can find Retainer Buddy conveniently on Walmart.com.

SAN MARCOS, Texas (PRWEB) August 28, 2019 -- Retainer Buddy Launches on Walmart.com

Youth Undergoing Orthodontic Treatment Now Have a Playful, Functional Way to Hold Their Retainers and Clear Aligners

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The novel retainer holder is the brainchild of Tiffany Dekel, the brand’s founder, and CEO. As a mother of two teens, she was trying to find a solution to the growing problem of finding her children’s orthodontic retainers missing in action.

“How can we help the kids keep track of their pricey retainers, and not have them laying around on my bathroom and kitchen counters? We believe the Retainer Buddy solves that problem,” she said.

Eliminating the “gross” feeling of finding orthodontic gear on household surfaces isn’t the only benefit. Losing retainers, aligners and dentures can be costly and not to mention a hassle to replace because of their custom fit.

“Every parent has found their kids clear-aligners, retainers and mouth guards around the house on the verge of getting thrown out or lost,” Dekel explained. “Our goal is to create a holder for these items just like the toothbrush holder that holds your toothbrush.”

According to the American Association of Orthodontics, millions of people in the U.S. are undergoing some form of orthodontic treatment at any given time and patients are typically entering their teenage years. Dekel is thrilled to be working with Walmart to introduce a fun product to kids that parents will see as smart, easy and affordable as they make an investment in their oral health.

“I believe that I have chosen the best partner (Walmart) out there for the launch of Retainer Buddy,” she said.

About Retainer Buddy: For Tiffany Dekel, the mother of two teenage boys, the retainers went anywhere and
everywhere when her sons weren’t wearing them. The cool idea of a kids retainer holder to solve a gross problem sparked Dekel to create the Retainer Buddy. This statuesque figure is designed not to tip over and holds all types of dental accessories including retainers, clear-aligners, mouth guards, dentures and more. In addition to founding Retainer Buddy, Dekel is also CEO and founder of the children’s arts and crafts brand Lullubee, which offers giant coloring murals and door stoppers. Retainer Buddy is a brand under Lullubee Labs LLC.
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