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## **New PediUnique™ Foot Cleaner Brings Hygiene One Step Closer**

Massage therapistturnedinventor starts to smell success in stinky feet

**SAN FRANCISCO (September 23, 2008)** – [AbsolutelyNew](#), Inc., a next generation consumer products company that brings independent inventors' best ideas to market, has ushered inventor Anthony Warren's PediUnique™ foot cleaner to national availability. His product reaches stores this month.

The ingenious PediUnique™ foot cleaner enables persons with limited mobility to clean their own feet—a simple task for most people, but one that is impossible, painful or dangerous for many persons with extremely stiff joint and other health problems or injuries that limit their range of motion.

The batterypowered device combines a longreach arm with interchangeable rotating heads to tackle everyday foot cleaning needs.

Warren, a massage therapist residing in Valley Springs, CA, came up with his idea when working on a client who was unable to wash his own feet. The client was apologetic; Warren was inspired. He was especially excited by the idea that his creation provides increased independence and dignity in addition to hygiene. It also serves caregivers who don't wish to touch another person's feet.

He patented his invention in 2005.

The inventor sought help from AbsolutelyNew in 2007. Working with Warren, the AbsolutelyNew team developed a new game plan that ultimately led to a manufacturing and licensing agreement with Jobar International, Inc. of Carson, CA. Jobar already has a successful nailcare product under its PediUnique™ brand name, so it saw complementary fit in Warren's invention.

"I was inspired by my mom to put my idea into action," said Warren. "She has since passed, so I look at it as a tribute to her."

Warren's product is now available in the [Harriet Carter](#) catalog, with additional retailers set to follow very shortly.

"The PediUnique™ foot cleaner reaches the market as a result of significant effort by the inventor, AbsolutelyNew and Jobar," said Richard Donat, AbsolutelyNew's CEO. "We look forward to its inmarket success, and hope this lays foundation for increased collaboration with these champions of product innovation."

**About AbsolutelyNew, Inc.**

Headquartered in San Francisco, AbsolutelyNew is a worldclass consumer products company that finds and drives to market the most innovative goods from the world's inventors. The company's team of 80+ employee experts has helped thousands of inventors bring their ideas to life. Products in the company's portfolio span a wide range of categories, and can be purchased in stores, in catalogs, online, and on TV. AbsolutelyNew is privately held, with venture capital backing from Artiman Ventures. For more information, please visit [www.absolutelynew.com](http://www.absolutelynew.com).

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