

Contact: Laurie Birko
Merchandising & Communications Manager
Creative Specialties International
(800) 321-8809, Ext. 2342
laurie.birko@moen.com

FOR IMMEDIATE RELEASE

Kristi Stolarski or Alissa Kiktavy
Robert Falls & Co. Public Relations
(216) 696-0229
kstolarski@robertfalls.com or akiktavy@robertfalls.com

SAFE CAN BE STYLISH IN THE BATH

Quick Tips for Increasing Your Bath's Safety and Style in a Weekend

North Olmsted, Ohio... When it comes to updating your bathroom, *style* is most likely your first consideration. But it shouldn't be! After all, this frequently used room is where most home injuries occur – and slips and falls around the tub are one of the leading causes of emergency room visits. Luckily, safe *can* be stylish. With a few easy bath safety makeover tips and a trip to your local home improvement store, your bathroom will be safe and stylish in just one weekend.

Don't Slip

For a bit of added stability, place a rubber bath mat or decorative treads to the bottom of your tub and shower. There are many designs and shapes available, like stars and shells, to suit any style. Plus, they are easy to attach and remove.

Lend a helping hand in danger zones, such as the tub, with a decorative hand grip. Smaller and less obtrusive than a grab bar, new Designer Hand Grips from Home Care® by Moen® come in both traditional and contemporary styles in finishes that include Brushed Nickel, Chrome or White to blend with virtually any bath décor. The look is stylish - not institutional - and the hand grips can be easily installed in under ten minutes.

"We continually introduce products that help people retain their independent lifestyle," said Laurie Birko, merchandising and communications manager at Creative Specialties International. "The Designer Hand Grips are just one example of how we balance safety and function with an appealing design. Consumers want products that blend seamlessly into the home and become an integral part of the room and its décor."

Small Changes – Big Difference

To prevent needless sliding and trips, add colorful new throw rugs with rubber backing. Not only will this provide a decorative accent, rugs will soak up water and keep the floor dry and safe.

Next, swap doorknobs with new lever-handle designs in your favorite finish. In addition to a style update, the lever handles are easier to open than knobs, particularly for those with arthritis or limited range of motion.

While shopping, look for a new faucet with single- or lever-handles, which are ADA-compliant due to their ease of use. Moen offers several new collections, such as its Bayhill™ or Belden™ suites, which will make a style statement at your sink. And today's lever-handle faucets feature a variety of trendy finishes to create a designer look in the bath.

Take a Seat

Although it may be overlooked by healthy adults, the simple task of sitting on the toilet or getting in and out of the tub and shower can be difficult for some guests who may have knee or back problems, are in a wheelchair, pregnant or recovering from an injury. If this describes someone in your home – or a potential guest – you may want to purchase an elevated toilet seat, such as the Locking Elevated Toilet Seat from Home Care by Moen. This raised seat greatly decreases stress put on the legs, knees and back. Plus, this ADA-compliant seat can be easily attached (and removed) and features a contoured design so it blends with your existing bath décor. For the shower and tub, consider a shower seat or transfer bench for ease when getting in and out, as well as to maintain a comfortable and safe position while showering.

Aesthetic Updates

Now that you've added new safety enhancements, it's time to think pretty. Painting is one of the quickest and most simple ways to change the overall look and feel of a room. Be sure to use mold and mildew-proof paint to maintain a clean and healthy environment and choose a color that breathes new life into your walls. Look to the color of the walls and choose soft accents, such as shower curtains and towels in a matching or contrasting color. For added storage with elegant style, consider replacing your current accessories, such as towel bars, shelves and paper holders with new stylish options. Be sure to coordinate the finish of these accessories with what you have already chosen for your new hand grips, door levers and faucets to create a professionally designed look.

Luckily, today's new products ensure that safety and style go hand in hand. With these few tips and ideas, you'll soon enjoy the beauty of your new bathroom – all with the peace of mind that you've added the necessary components to keep your family and guests safe and sound.

All items from the Home Care by Moen line of bath safety products are available nationwide at select retailers such as Lowe's and Menard's or at select home health and medical suppliers. For additional information visit homecare.moen.com.

###

A division of Moen Incorporated, Creative Specialties International, is a consumer focused, market-leading organization that provides creative and innovative solutions for today's bath. The company designs and manufactures a complete line of fashionable bath accessories and bath safety products in a wide assortment of styles and finishes. Its products are distributed throughout North America in the retail, wholesale and home medical supply dealer channels under the Inspirations by Moen®, Moen®, Donner® and Home Care® by Moen brands.

Moen Incorporated is an operating company of Fortune Brands, Inc. (NYSE: FO, www.fortunebrands.com), the consumer products company.

###