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index

5. sensory play toys

11. gift sets

17. STEM toys

25. plant based plastics

29. bath toys

37. soft toys

45. tummy time playmats

49. care

50. disposables



**sensory
play**
toys





spin shine rattle

- #80016
- 0+ months
- pegged 4X8in
- over-molded ball
- 3 clacking rings
- great rattle sound



ring rattle

- #80017
- 0+ months
- pegged 4X8in
- easy grasp ring
- 3 clacking rings
- great over-molded texture



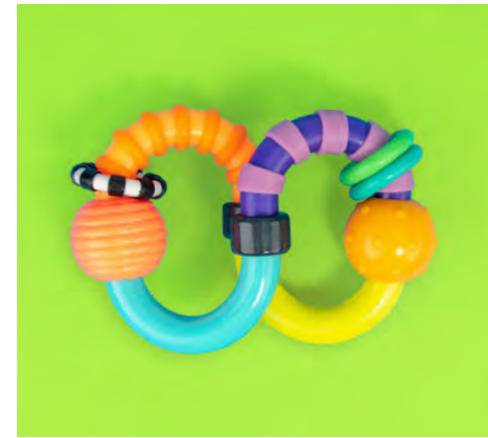
flip & grip rattles

- #80057
- 3+ months
- pegged 4X8in
- develops vision
- light weight
- beads rattle



my first bend & flex rattle set

- #80801
- 0+ months
- pegged 6X8in
- 2 pack value
- soft, flexible plastic
- both toys rattle



twist-a-roo rattle

- #80243
- 3+ months
- pegged 4X8in
- soft, teething plastics
- bendable "fidget" toy
- overmold texture, great for mouthing



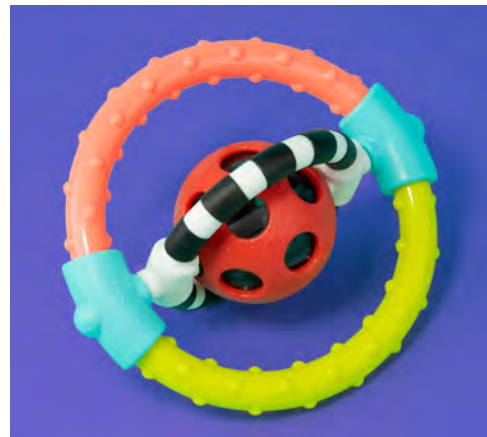
linky links

- #80752 2pk
- 0+ months
- pegged 6X8in
- link to car seat or stroller
- rattle
- chew texture



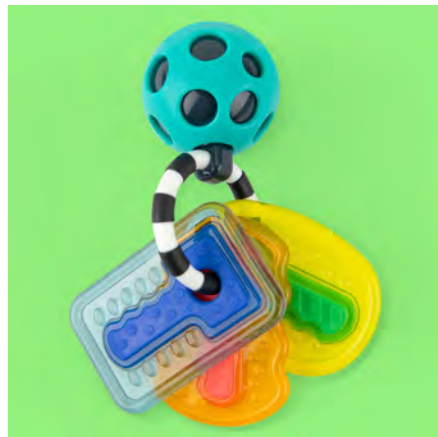
peek-a-boo beads rattle

- #80676
- 0+ months
- pegged 4X8in
- great rattle sound
- soft, flexible plastic
- chewy texture handle



spin & chew ring rattle

- #80783
- 0+ months
- pegged 6X8in
- flexible, soft rings
- great rattle sound
- spinning center ring and ball



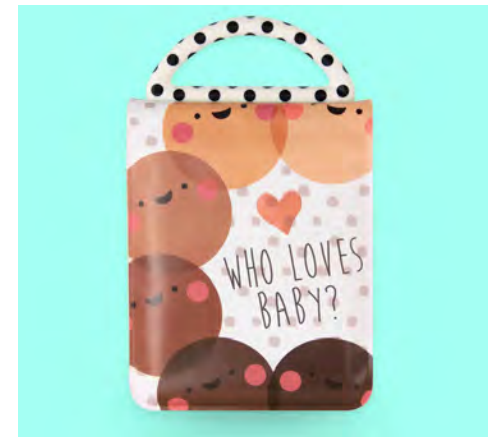
drive n' drool keys

- #80751
- 0+ months
- pegged 4X8in
- great rattle sound
- chewy, flexible keys
- easy to grasp



ring o' links

- #80044
- 0+ months
- pegged 4X8in
- textured rings
- overmolded black and white ring holds smaller rings



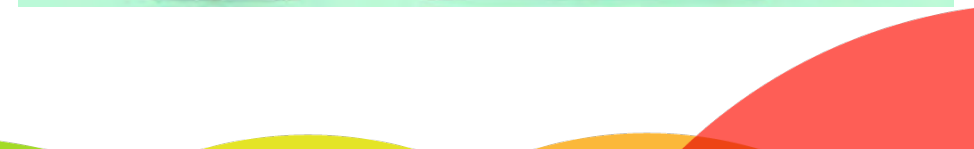
look book

- #80021
- 3+ months
- pegged 5X9in
- holds six 4X8in photos!
- black & white patterns printed inside to engage baby's vision
- textured plastic handle



black & white peek-a-boo book

- #80688
- 0+ months
- pegged 5X10in
- 8 crinkle pages
- 5 peek-a-boo fold outs
- attachable link





flutterby teether

- #80106
3+ months
pegged 4X8in
- flexible, chewy wings
 - water-filled top wings
 - rich texture

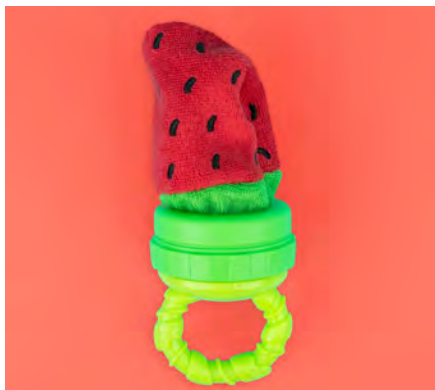
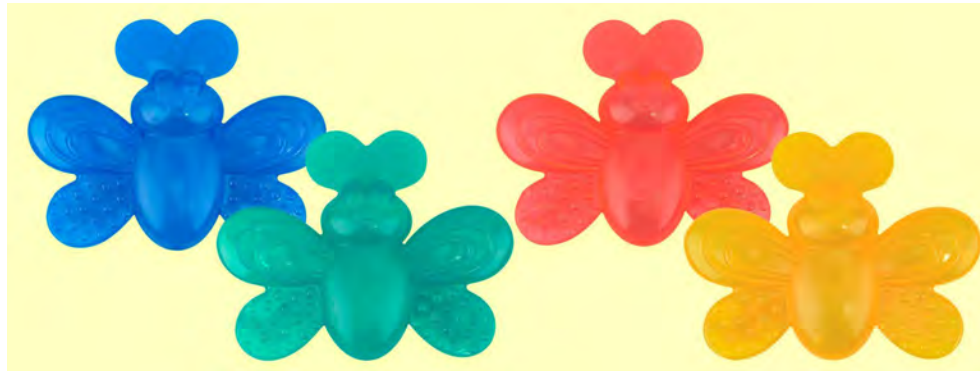


silicone ring bead teether

- #80247
3+ months
pegged 4X5in
- silicone ring
 - textured rings
 - flexible teether

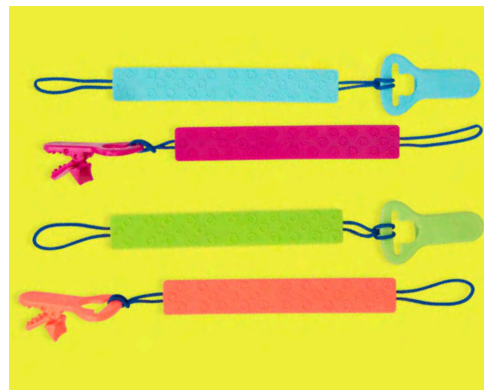
water filled butterflies

- #80046 2pk (blue/green & red/yellow)
3+ months
pegged 4X8in
- water-filled
 - textured



strawberry terry teether

- #80251
3+ months
pegged 4X8in
- add ice for cooling effect
 - lining inside prevents drips
 - soft terry cloth



2pk flexible pacifier keepers (assortment)

- #80293 2pk (blue/pink & green/orange)
0+ months
pegged 4X8in
- teetherable strap surface for mouthing
 - keep a pacifier or teether close to baby
 - silicone strap



silicone flower rattle teether

- 80338
3+ months
pegged card 4X5in
- variety of textures
 - 100% food grade silicone petals
 - flower center has rattle inside



rainbow star teether

- #80425
3+ months
pegged 4X8in
- 100% silicone teether
 - multi-texture
 - sized for baby to easily chew

NEW



celestial silicone teether

- #80250
3+ months
pegged 5.5X7.5in
- soft food grade TPE
 - flexible beads
 - easy to hold, or to take-along

NEW



vibrating carrot teether

- #80794
3+ months
pegged 5.5X7.5in
- vibrates as baby chews
 - soothes sore gums
 - waterproof with replaceable battery

NEW



press n' pop keys

- #80816
3+ months
pegged card 4X8in
- each key has a press in/pop out feature
 - flexi-material
 - handle with rattle beads

NEW



keyboard classics

- #80043
3+ months
pegged 4X8in
- plays classical music
 - lights up
 - bead chase



phone of my own

- #80025
6+ months
pegged 4X8in
- lights & sound
 - flip-action phone
 - up to 8 different sayings/sounds



do-re-mi textured tunes

- #80756
6+ months
pegged 6X8in
- multi-texture soft bumps
 - chewy edge pieces
 - funny sounds and long play music



electronic keys

- #80158
3+ months
pegged 4X8in
- 4 unique car sounds
 - textured keys
 - take-along toy



light-up rainbow reel tray toy

- #80901
6+ months
pegged 6X8in
- spinning wheel creates rainbow effect
 - spin the wheel to activate colorful lights
 - soft touch bumps for teething
 - cascading beads make rain stick sound
 - suction to any flat, smooth surface

BEST SELLER



busy station

- Available July 2023
6+ months
pegged 6X8in
- spinning wheel creates rainbow effect
 - spin the wheel to activate colorful lights
 - soft touch bumps for teething
 - cascading beads make rain stick sound
 - suction to any flat, smooth surface

NEW



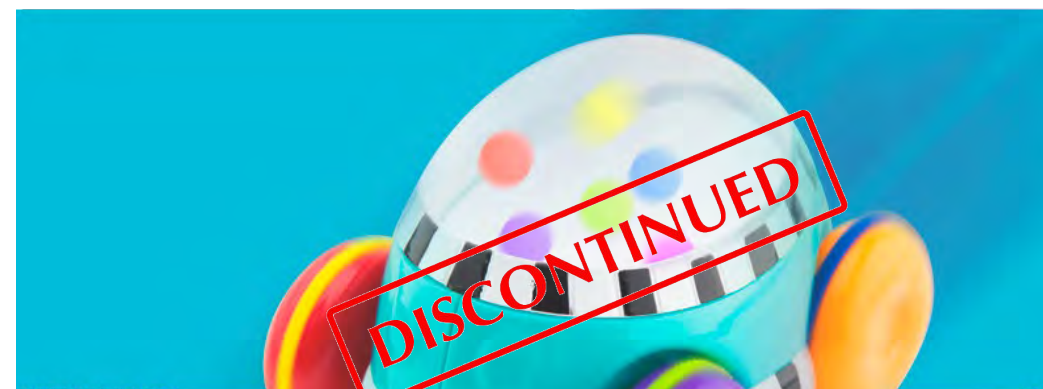
busy ball **NEW**

- #80808
3+ months
pegged 4X7in
- easy to grasp from any side
 - use as a bead chase or turn ball to watch beads cascade
 - soft touch flexible shell for teething



busy bands **NEW**

- #80809
6+ months
pegged 7X8.5in
- 6 bands in rainbow colors
 - bands can be used as a bead chase
 - loop for take-a-long



pop n' push car

- #80042
6+ months
pegged 5X3.5(X4)in
- pull back wheels on hard floor surface and watch it go!
 - colorful beads "pop" as the car zooms forward
 - black and white stripes engage baby's vision



pop n' push car pdq

- #80245 assorted colors
6+ months
shelf 8X9(X2)in pdq
- pull back wheels on hard floor surface and watch it go!
 - colorful beads "pop" as the car zooms forward
 - individually marked for re-sale



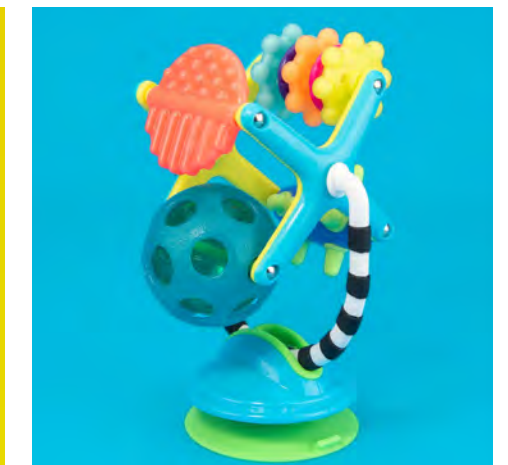
wonder wheel

- #80160
6+ months
pegged 4.5X9in
- classic Sassy tray toy
 - suction to smooth surfaces
 - cascading beads make soothing sound



fishy fascination station

- #80654
6+ months
pegged / shelf 6X8(X5.5)in
- suction to any smooth surface!
 - multiple activities
 - 2-in-1 toy; remove from base to take along



teethe & twirl sensation station

- #80680
6+ months
pegged / shelf 6X8(X5)in
- suction to any smooth surface!
 - multiple activities
 - chewy parts for teething





look and learn baby box

#80937
0+ months
closed box 7X4X7in

- develops baby's vision
- soft floor mirror
- rattle, book, soft pillow toy
- includes play guide



move and groove baby box

#80940
6+ months
closed box 6X3X7in

- rainbow reel tray toy
- mini shakers
- bumpy ball
- includes play guide



BEST SELLER



rookie books baby box

#80938
2+ months
closed box 5.5X3.5X7in

- sensory panels
- badger texture book
- peek a boo party book
- bath book



STEM baby box

#80941
8+ months
closed box 10X6X6.25in

- 16 total pieces
- sushi sorter
- stacking pals
- shape sorting puzzle
- includes play guide



shake, rattle and chew baby box

#80939
4+ months
closed box 6X3X7in

- soft, flexible plastics
- great for teething
- link and take-along
- includes play guide





NEW

baby's sensory toys

#80766
 0+ months
 closed box 7X6X4in
 • best selling sensory toys
 • book, ball, teether & rattle



NEW

let's read

#80780
 0+ months
 closed box 5X5X3in
 • peek-a-boo book
 • texture character book
 • sensory panels



NEW

discover & play

#80768
 6+ months
 closed box 7X7X4.5in
 • mini bumpy ball
 • water-filled teethers
 • 2-in-1 suction tray toy



NEW

my first toys

#80925
 2+ months
 closed box 4.5X8X2.5in
 • links
 • rattles
 • sounds
 • teething



NEW

let's move

#80769
 6+ months
 closed box 5.5X8X4.5in
 • designed to get baby moving!
 • busy bead chase ball
 • rainbow reel
 • mini bird shaker with teething features



NEW

my first rattles gift set

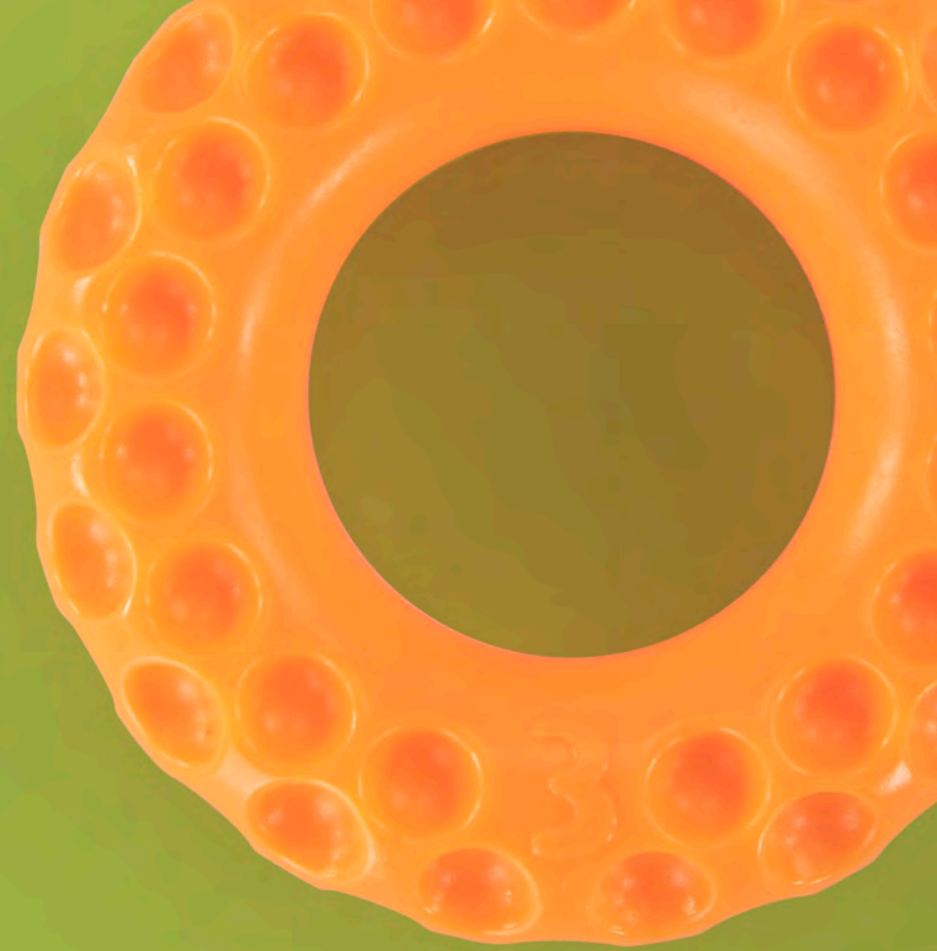
#80800
 0+ months
 pegged / shelf 10X6.5(X2)in
 • soft, flexible plastics
 • great for teething
 • link and take-along



BEST SELLER



STEM toys



fruit fill n' spill
 #80805
 6+ months
 open tray box 6.75X4X6in
 • 6 textured fruits
 • elastic string lid
 • transparent storage bin

BEST SELLER

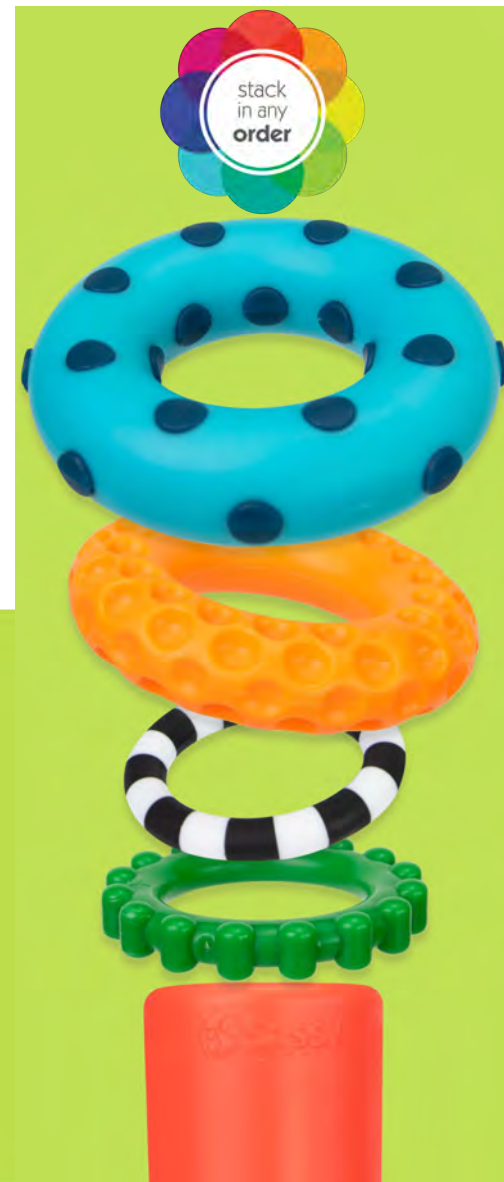


sushi sorter
 #80804
 6+ months
 shelf 7.5X4.5X(4.5)in
 • 6 soft sushi pieces
 • shape sorting
 • translucent base, baby can see pieces
 • tight fitting lid for storage
 • soft touch, textured sushi pieces



busy baby camera
 #80932
 6+ months
 pegged 6X8in
 • push shutter button, beads pop up
 • 2 long-play songs, and phrases
 • ratcheting mirror lens
 • flip light-switch, flash lights up
 • on/off switch

IMPROVED DESIGN



stack in any order

rock-a-dile
 #80933
 6+ months
 pegged 6X8in
 • 2 modes: colors & music
 • identify colors (english & spanish)
 • 3 long play songs
 • teeth button activates lights & sound
 • on/off switch

IMPROVED DESIGN



"Blue!
 In Spanish:
 Azul! Azul!"

stacks of circles
 #80758
 6+ months
 shelf 5X9(4.5)in
 • multiple textured rings
 • rings varied in size
 • frustration-free for younger babies

BEST SELLER



NEW
veggie stackers
 Available July 2023
 6+ months
 shelf 6x7x3.5in
 • teething top
 • match colors
 • 27pc set



27 piece set

press n' pop puzzle

- #80806
6+ months
open tray box 8X4X5in
- press one peg down, watch another pop up
 - match colors and shapes
 - remove pegs and replace as puzzle



NEW

- ### sensory seasons busy board
- #80821- Ships July 2023
6+ months
peg or shelf 7X9X1in
- 9 activities
 - take-along handle
 - hours of play & learning
 - activities on back too!



NEW

- ### ball drop wheel
- ships July 2023
6+ months
shelf 10X8X4.5in
- innovative wheel ball drop
 - place ball into wheel's hole & wheel spins
 - match colors



NEW

- ### veggie scale
- Ships July 2023
12+ months
shelf 8.75X9.75X3.5in
- real scale!
 - learn numbers 1-5
 - explore different weights
 - teething tops
 - embrace STEM concepts



NEW

mischiefous matching mushrooms

#80810

6+ months
open tray box 6.75X4X6in

- 6 different colors to match
- 6 different emotions to explore
- easy grasp
- shake for different sounds



NEW

fruit stacking cars

#80811

12+ months
shelf 9X6X2.5in

- cars stack together
- orange has teething top & clacking wheels
- banana has texture and pull & go mechanism
- watermelon has popping seed beads



“clack-clack”

“pop-pop”



pull & zoom!



plant based plastics

Meet the new plant based plastics line from Sassy! These toys were created using recycled and sustainably sourced materials such as sugar cane and other plant materials, while maintaining the features, quality, and durability that Sassy toys are known for.

The packaging used for these toys is also Forest Stewardship Council (FSC) certified, ensuring that paper materials are sourced from forests that are responsibly managed in the most environmentally sustainable way possible.

All of this adds up to plant based plastics by Sassy being a better way to play!



**look n' see
peek-a-boo book**
#90004
0+ months
peg 6X9in
• crinkle pages
• peek-a-boo flaps
• teether



DISCONTINUED

sunshine shake & teethe rattle
#90001
6+ months
peg 4X8in
• flexible leaf keys for teething
• soft rattle sound
• attachable



stack & nest cups
#90005
6+ months
peg 8X4.75X3in
• teethable rims
• stack/nest
• strainer use in bath



DISCONTINUED



rings around tray toy
#90006
6+ months
peggable box 6X6X4in
• suction to any flat, smooth surface
• textured spinning rings
• soft rhythmic bead sound

color & shape sorter
#90007
6+ months
shelf 7.25X5X5in
• 6 shapes
• removable lid



twisted stacker
Available July 2023
12+ months
shelf 9X4X4in
• multicolored multitextured rings
• rings spin when placed on post



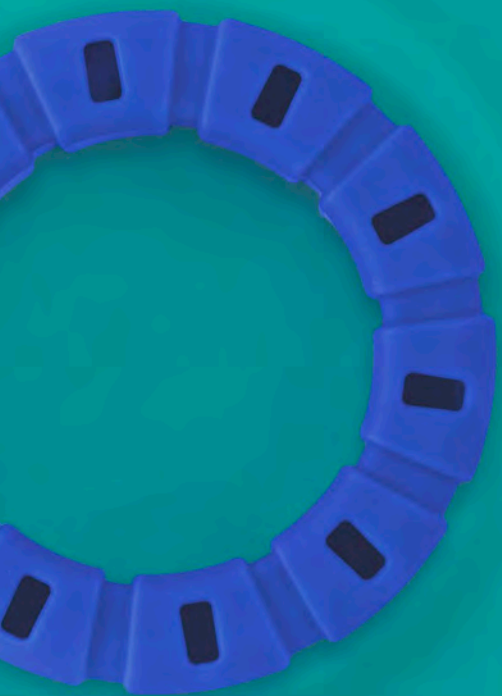
spin & shake rattles
#90003
3+ months
peg 6X8in
• rattles spin & link for take along



peek-a-boo puzzle
#90000
6+ months
peg 9X5.5in
• 3 shapes
• animal graphics
• shape match



bath toys



**stackin'
ship**

#13067
6+ months
tray box 5.25X5X5.75in
• 5 textured rings
• anchor suction cup
• boat floats in water



NEW

**bath
barista**

#13070
6+ months
open tray box 6X8X2in
• whipped cream top
is a squirter
• coffee mug strains water
• large cup scoops
& pours
• donut floats



**5pc
macaron bath squirters**

#13069
6+ months
transparent box 2.25X2.25X11in
• 5pc sunshine set
• pastel rainbow colors
• easy for baby to hold



**8pc
sunshine bath squirters**

#13065
6+ months
transparent box 2.25X2.25X11in
• 8pc sunshine set
• rainbow colors (2 repeated)
• easy for baby to hold



NEW

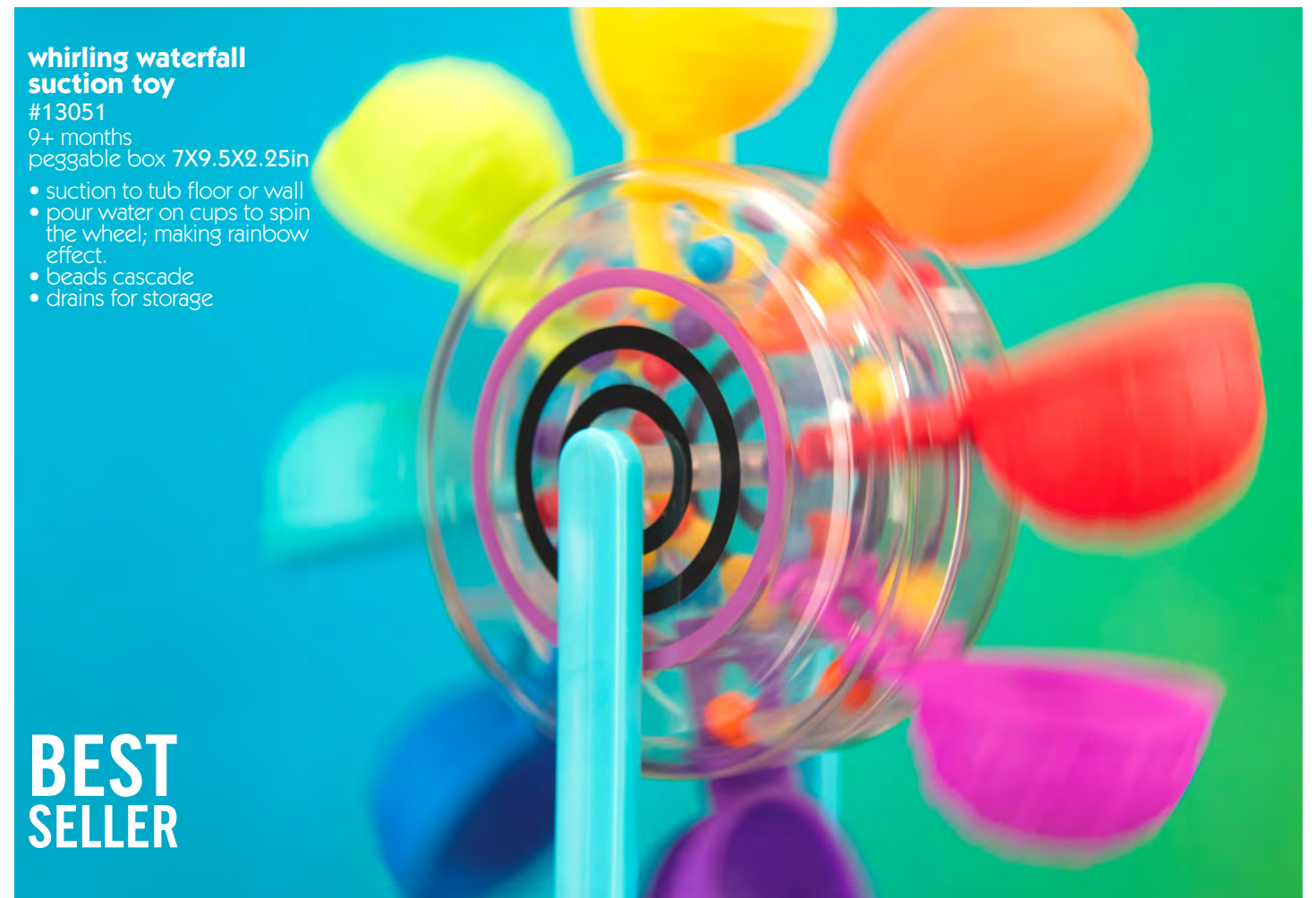
**water & grow
mushroom**

#10190
6+ months
peg 6X9Xin
• use watering can to
"water mushroom"
• as mushroom is watered,
watch it grow
• water drains from pot to
spin wheel at bottom
• as water drains, mushroom
sinks back into pot





H₂O pour & explore
 #13063
 6+ months
 open tray box 9.5X7X2.5in
 • beaker to scoop & pour water
 • test tubes & funnel have water-activated spinners
 • suction holder to tub wall



whirling waterfall suction toy
 #13051
 9+ months
 peggable box 7X9.5X2.25in
 • suction to tub floor or wall
 • pour water on cups to spin the wheel; making rainbow effect.
 • beads cascade
 • drains for storage

BEST SELLER



light-up buoy & boats
 #13060
 6+ months
 open tray box 8X7.5X5in
 • buoy lights up in water
 • yellow submarine lights up in water
 • 2 other boats float and squirt



harbor town rescue set
 #10120
 0+ months
 pegged box 8X7.5(X5)in
 • fosters imagination
 • float plane can carry the cargo
 • bouy lights up in water
 • rescue boat squirts water



bob & strain pals
 #10192
 6+ months
 peggable card 5X11in
 • floating beads
 • bob in water
 • strain water
 • 3 different characters



discovery bath ball
 #13066
 6+ months
 open tray box 4X3.5X5in
 • 4" ball
 • separates in 2 for easy drying
 • strain and spin bumps



NEW
whisk & baster set
 Ships July 2023
 6+ months
 peg 6X8in
 • create lots of bubbles in the tub with whisk
 • suction & squirt water with baster
 • designed for imaginative water play



rainshower bath ball
 #13055
 6+ months
 clear acetate box 5X4.75X5in
 • submerge in water to fill
 • spinners spin
 • bumps strain
 • 2 piece ball comes apart to store and dry



double dip funnel
 #13054
 6+ months
 peggable card 6X8in
 • soft, flexible handles
 • scoop water and strain to activate center flippers
 • flip upside down to watch beads float



pull & go submarine
 #10191
 6+ months
 pegged 6X5in
 • pull-string propeller winds up flippers
 • floats and moves in water
 • classic design

flex and fill cups
 #13053
 6+ months
 peggable box 5.5X6.25X3.25in
 • 3 different shaped cups are flexible & soft
 • 1 holds water
 • 2 strain water with different hole patterns



sift, strain & pour cups
 #13062
 6+ months
 peggable 6X8X3.25in
 • 3 different shaped cups are flexible & soft
 • 1 holds water
 • 2 strain water with different hole patterns



easy squeezies
 #13050
 6+ months
 peggable box 7.5X7.5X2.5in
 • 2 piece construction for easy cleaning
 • mix and match tops
 • 3 different water patterns
 • great for pool and outdoor play too!

BEST SELLER

rain barrels connecting tubes
 #13052
 6+ months
 pegged 4X8in
 • dunk in water to spin center piece
 • makes fascinating water shower
 • connect together or use apart

flexible stacking cups **NEW**
 ships late 2023
 6+ months
 shelf 6X8in
 • soft, flexible cups
 • scoop & pour
 • multi texture & color
 • stack & nest





suds & sun visors 1pk
#10195
 0+ months
 pegged 8.5X11in
 • keeps soap out of baby's eyes
 • soft, flexible material
 • extra protective guard on inside

NEW



soft swimmers
#10009 3pk
 0+ months
 pegged 6X11in
 • soft, terry & nylon construction
 • crab & octopus characters squirt
 • fish character has sponge inside



bathtime pals
#10026
 6+ months
 pegged 6X8.5in
 • 5 soft plastic squirters
 • easy for baby to grasp
 • poly bag with header

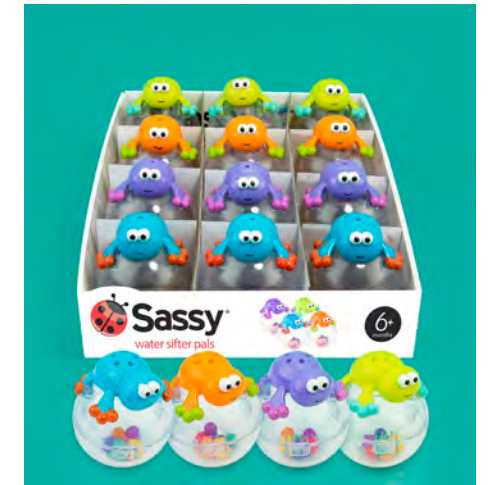


floating ducks
#10167
 0+ months
 16 piece pdq 10X2(X11)in
 • multi-color assortment

NEW



glowin' gators
#10137
 0+ months
 14 piece pdq 10X2(X11)in
 • press the top, we light up!
 • collect all 4



water sifter pals
#10159
 6+ months
 12 piece pdq 8X2(X10)in
 • fill with water, beads float
 • easy drain from the bottom
 • 4 colors to collect



snap & squirt sea creatures
#10027
 6+ months
 pegged 8X7.5in
 • soft, squirting creatures
 • creatures connect to each other by "popping" together
 • sold in reusable mesh package



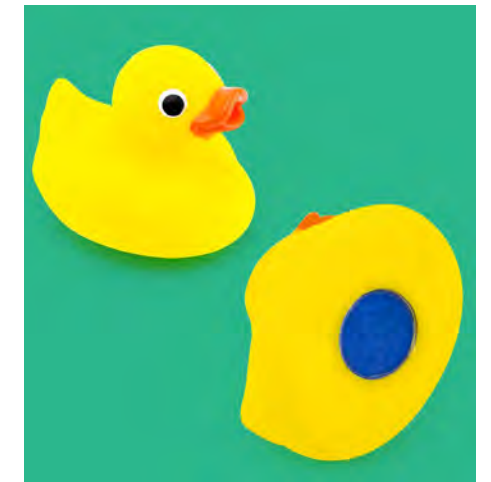
includes mesh storage bag!



pull n' go boats
#10166
 6+ months
 9 piece pdq 9X3.5(X9)in
 • pull propeller string and boats zoom through the water



bucket o' boats
#10187
 6+ months
 pegged / shelf-ready
 clear bucket 5X7.5(X7.5)in
 • soft, flexible construction
 • fill each boat with water, squeeze to squirt out



cool water ducky
#10031 - ships June 2023
 6+ months
 9 piece pdq 9X3.5(X9)in
 • floats in tub
 • color change dot on bottom tells if water is too hot!

NEW

catch n' count net
#10066
 6+ months
 pegged 6.5X(11.5)in
 • catch all 3 fishies
 • store them all in the net
 • fish are numbered to encourage counting and color learning



dinos PDQ
#10197
 6+ months
 16 piece stacked pdq 9X3.5(X9)in
 • squirt & float

NEW





soft
toys

koala mirror

#80364
0+ months
pegged 7X14.5X(2.5)in

- textured, crinkle-filled soft bo
- teething feet and leaf
- features large mirror
- clacker rings and adjustable strap



sunshine musical mirror

#80812
0+ months
pegged 5X12X(2)in

- press face for lights and music
- sun flips up to reveal sleeping moon
- engaging mirror, rattle, and teether
- this toy has it all!



confetti yeti

#80922
0+ months
pegged 6X15X(2.5)in

- rich chime sound
- soft, fluffy body
- multi-texture fabrics
- clear bead rattles on feet
- crinkle ears and adjustable strap



carrot pulldown jitter

#84000
0+ months
pegged 5X12X(2)in

- soft, plush body
- pull down to reveal black and white
- pull down, jitters up and music
- teething ring and adjustable strap



wavy whale jitter

#80362
0+ months
pegged 5X12X(2)in

- soft, plush body
- pull down to reveal color!
- jitter mechanism
- teething ring and adjustable strap



toucan chime

#80920
0+ months
pegged 5X12.5X(2)in

- rich chime sound
- teething leaf
- textured ribbons
- adjustable strap



**NEW
COLORS**

NEW

rainbow of emotions book

#80786

0+ months

pegged 4.5X8in

- tactile soft book
- 3 toys, mirror, teether clacker
- colorful characters inside
- show lots of emotions
- great for adult/baby interaction



NEW

sunny skies spiral

#80815

0+ months

pegged or shelf 10X8.5X1.5in

- twist around seat handle or stroller
- 4 engaging toys
- multi-textures to explore
- strap keeps toy locked in place



NEW

learning llamas gift set

#80951

0+ months

pegged 7X5X3.5in

- soft book with rich textures
- hanging chime llama character
- teething keys



NEW

kozy koalas gift set

#80952

0+ months

pegged 7X6X3.25in

- soft hand rattle
- engaging peek-a-boo book
- crinkle koala mirror



NEW

smart stages gift set

#80950

0+ months

pegged 7X5.5X3.5in

- soft fabric construction
- set of 5 books
- black & white high contrast
- first colors
- first shapes
- activity book



floor mirror

#80030

0+ months
shelf 10X10X5in

- soft frame
- large, true-reflection mirror
- twist & click bee, tracker ball, and crinkle leaves



BEST SELLER

see me floor mirror

#80928

0+ months
shelf 10X10X5in

- soft frame
- large, true-reflection mirror
- twist & click bee, tracker ball, and crinkle leaves



boppin' birdie

#80660

0+ months
pegged 4X13in

- soft fabric construction
- great chime sound
- knots on wings for tactile engagement



sensory activity cards

#80912

0+ months
pegged 7X8in

- 4 soft, reversible pages
- velcro together in any order, or play with individually
- variety of activities including textures, mirror, crinkle, peek-a-boo and ribbons



bumpy ball

#80109

6+ months
pegged / shelf 6X6(X6)in

- rattle sounds
- variety of textures and patterns
- easy to grasp!



crinkle ball

#80370

0+ months
pegged 6X5X8in

- soft, colorful ball filled with crinkle
- multiple textures
- fabric tabs
- attachable link

BEST SELLER

tummy time



NEW

3-in-1 sensory gym

#80946

0+ months

shelf 23X18X(4)in

- place arches up & attach toys for back laying play
- move large arch down to floor level for tummy time
- large 34x34 mat
- black & white images for tummy time
- 5 toys plus mirror
- reversible for photo ops



NEW

sensory stages gym

#80793

0+ months

shelf 22.5X7X4in

- unique tri-pod arch system
- easy to set up, easy to convert for tummy time
- baby's 1st developmental toys included:
 - wonder wheel
 - ring stacker
 - tummy time mirror
- appropriate visuals, sounds & textures for newborn
- designed to grow with baby
- minimal package for efficient shelf space!



milestone activity gym

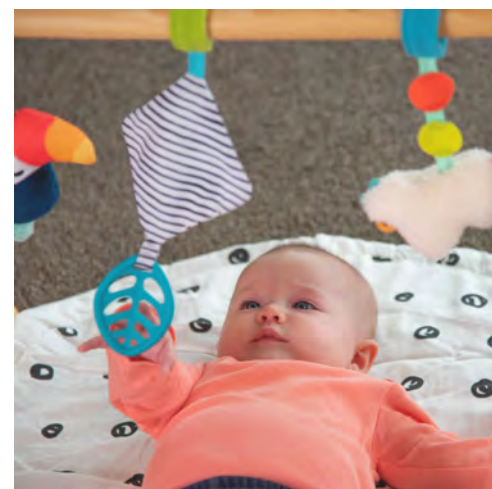
- #80910
 0+ months
 shelf 23X18X(4)in
 • 2 ways to use: play gym & tummy time mat
 • 6 developmental zones with play guide
 • 12 age-appropriate toys & activities

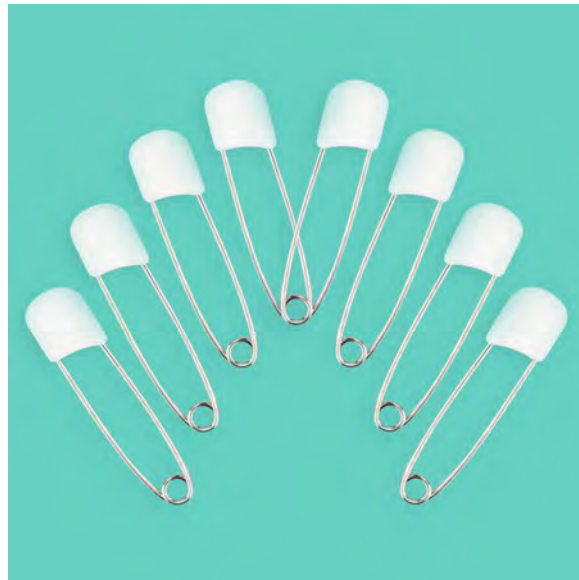


NEW

sproutin' safari gym

- #90008
 0+ months
 shelf 23X8X4in
 • natural wood arches
 • super soft bamboo fabric mat
 • 3 removable hanging toys





diaper pins
#474 8pk
all ages
pegged 3.5X5in



deco diaper pins
#38007 6pk
all ages
pegged 3.5X5in



diaper sack dispenser with 25ct roll
#40025
all ages
peggable card 3X7X(2)in

- holds Sassy handle tie diaper sack rolls
- easy-dispense slot
- convenient screw-on lid with clip handle for refilling



diaper sacks
#40012
all ages
pegged 4.5X6.5in

- baby powder scent
- handle tie bags
- made in USA



baby food nurser
#30182 2pk
4+ months
closed box/online only 5.5X5.5X(3)in

- dishwasher safe
- plunger base helps push food out
- includes additional silicone nipple (3 total)
- completely disassembles for easy cleaning
- dishwasher safe



9oz straw cup
#30310 (assorted)
9+ months
9 piece pdq or pegged 3.5X7.5in or 11X7.5(X11)in PDQ

- soft silicone straw
- 2 parts, for easy cleaning



diaper sacks dispenser box
#469
all ages
pegged / shelf
7.5X4(X2.5)in or 7.5X8in PDQ

- baby powder scent
- handle tie bags
- made in USA



diaper sacks dispenser box
#490
all ages
pegged / shelf
7.5X4(X2.5)in or 7.5X8in PDQ

- baby powder scent
- handle tie bags
- made in USA

