

# Parents®

Featured in print on March 1st, 2018

Founded in April 2000 and aimed at providing solutions to simplify daily life. Gives busy women the information, inspiration and tools they use to enjoy easier, more balanced lives. Produced in response to the notion that life is complicated and many women desire to make things simpler.

Circulation: 2,208,127

Media Value: \$ 175,775.16

## Smelly Big-Kid Stuff

Just because your kid's out of diapers doesn't mean cleaning gets easier.



### Stinky Shoes

Their moist environment is a breeding ground for odor-causing bacteria. At home, instill a no-shoes policy (bonus: cleaner floors!), and insert shoe deodorizers like **Mini Moso Natural Air Purifying Bags** (\$10 for two; [mosonatural.com](http://mosonatural.com)) into his shoes when he walks in the door. Or make your own destinking powder: Mix ½ cup cornstarch, ¼ cup baking soda, ¼ cup baking powder, and a few drops of essential oil in a zip-top bag. Each night, sprinkle a pinch into his shoes. Give them a shake over the trash can before your child puts them on the next day.