

ABOUT I HEART GUTS



I Heart Guts® plush internal organs bring a **smile to your face and smarts to your brain!** The perfect gift for everything from a broken heart to a tummy ache, our colorful organs will steal your heart, tickle your funny bone and maybe even make you pee in your pants.

Get your feet wet in anatomy or bone up on your physiology with our adorable organs, which have been featured in *People*, *Entertainment Weekly*, *The New York Times*, and were named **Best of Toy Fair 2014 by Popular Science magazine.**

You'll find I Heart Guts in top science and health museums, award-winning hospital gift shops and trend-setting toy stores. Both silly and educational, I Heart Guts charming plush organs **make learning anatomy irresistible** for the wee future doctor or anybody with a body.

These happy colorful organs are the brainchild of Wendy Bryan Lazar, an anatomically obsessed illustrator who loves internal organs and all they do. Founded in 2005, our bare-bones family operation strives to offer plush organs with love, style and geeky puns.



I Heart Guts® founder + creative director
Wendy Bryan Lazar with her body of work.

But these organs weren't always happy. Like all good ideas, the Guts started life on a cocktail napkin while Lazar, unlucky in love, was drunk drawing sad-faced anatomically-correct hearts in a bar. That night, her nerdy love for anatomy met her passionate love for drawing and I Heart Guts was born.

Never a stranger to making strange things, the creator of I Heart Guts made her first science-inspired plush toy at thirteen when some friends needed a Uranus puppet to spice up a class presentation.

Time Out New York said of the guts, "The deliriously happy bunch is sure to put any get-well card to shame," while *Black Book* magazine says, "These furry toys can **transplant love back into any tired relationship.**" *Wired* blog's Geek Dad notes, "Imagine the fun of saying 'Go upstairs to bed, sweetie, and don't forget your pancreas.'"

People The New York Times **Doctors**

npr **Entertainment** The Washington Post **TimeOut**
New York

WIRED **NYLON** **BlackBook** **DISCOVER**

GAMES **Parents** **beingboing** **JEZEBEL**

BBC **Forbes** **TIMESONLINE** **TVN** **THE AUSTRALIAN**

NBC **E!** **GREY'S ANATOMY** **MTV 2** **LAST CALL with CARSON DALY** **G4**

"Cute versions of the internal organs and glands that make up the fascinating human body."
- *Wired*

"Anatomically clueless? Get a first-class education at I Heart Guts."
- *MTV*

"These furry toys can transplant love back into any tired relationship."
- *Black Book*

"The deliriously happy bunch is sure to put any get-well card to shame."
- *Time Out New York*

