

The medibag: taking the fear out of an 'owie'

by Floyd Allen
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If you ask Richelle Nassos, who, along with her husband, founded me4kidz (Medical Emergencies for Kids), what the single most valuable aspect of her product is, she will immediately tell you that it's the aesthetic appeal.

"One day my son Cody had been stung by a bee," she explained, "and when I pulled out the First Aid Kit to treat him I noticed that he was petrified of it. It was at that point in time I decided that a more 'kid friendly' kit was needed."

Richelle acted upon this realization, and the medibag came into reality. Shaped like a doctor's bag, it is an

eye-catching red and can be personalized on the outside. Inside is a virtual cornucopia of items that not only thrill a child but meets medical needs as well.

"One of the things I noticed about most first aid kits was the fact that they did not contain eyewash, and yet I knew there was quite often a need for it. So, I made sure that was one of the items we placed in the medibag."

As well as the eyewash, there are 116 other items. Some are for fun, like the crayon bandages and the happy face stickers. All help create an air of excitement rather than trepidation when a visit to the bag is necessary. For a complete list of the items included, you can visit their website — me4kidz.com.

"We have been blessed greatly in this undertaking," Richelle replied when asked about the history of her company. "We entered the juvenile market during May of 2006 at the JPMA (Juvenile Product Manufacturer's Association) convention. In the nine months that have transpired since then, we have placed our product in six countries and have won six awards, two of which were International in scope."

Domestically, the medibag was recently "accepted" by Toys R Us, which will be placing it in their 587 stores. It is also in some 180 specialty stores. To learn where, exactly, you can purchase one, visit their website and click on "Where to Buy."

The scope of servitude of her company and product goes beyond the obvious "mother's aid" to a loyalty to nation and friends, and to blessing others as she is being blessed.

"Everything included in our bag is made, and packed!, in the U.S. In

fact, our assembly plant is right here in Arizona -- and that's where it's going to stay," she shared. "To accomplish the work that needs to be done, we have partnered with Gompers and are excited that we, in our own way, are helping their cause as well."

Reflecting only momentarily, Richelle readily explained why she believes her company and product are so blessed.

"This endeavor, like our life in general, is the result of my husband and I following Biblical principals and dictates regarding husband and wife. We have the special kind of relationship that was created in the Garden of Eden when Eve became Adam's helpmate, and we know that the success of our business will never be as important as the blessings we each receive from a Godly relationship."

Sage advice from someone who knows that family relationships need to be as healthy as family members!