

FOR IMMEDIATE RELEASE

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NEW SKIN-TONE BANDAGES NOW AVAILABLE AT ONE OF AMERICA'S LARGEST RETAILERS

Tru-Colour® brings bandage equality under the roof of nearly 2,000 Target stores nationwide.

Warrenville, IL - April 15, 2018 - Covering a cut, scrape or burn is now a renegade act of inclusion thanks to a forward-thinking dad and his mission to bring multi-skin tone bandages to people worldwide.

Toby Meisenheimer, an adoptive dad from Warrenville, Ill., grew frustrated when he couldn't find a "flesh-toned" bandage for his child, so he launched Tru-Colour Bandages to make wound care inclusive and less noticeable for people of color.

Now his product is on the shelves of one of America's largest retailers: Target.

The adhesive bandages are 100% latex-free and made of flexible fabric. Instead of a crushable cardboard box, Tru-Colour Bandages come in a compact, resealable package, making them water-resistant and conveniently portable for parents and professionals on-the-go.

"The mission of Tru-Colour Bandages is ultimately about valuing people," said Meisenheimer. "From the kid with a scraped knee to the colleague with a papercut, a bandage has always been a small, tangible way to show care and concern. We believe representation is another way to show we care about those who are healing around us."

Three revolutionary shades of Tru-Color Bandages give consumers of all skin tones a choice in the bandage aisle in nearly 2,000 Target stores nationwide. Target is the first major retailer to sell Tru-Colour's "#betru2u" bandages.

"We're thrilled that Target resonates with our belief that everyone deserves a bandage that matches their skin tone," said Meisenheimer.

For more information visit <http://www.trucolourbandages.com>.

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If you would like more information about Tru-Colour Bandages or are interested in arranging an interview, please email Toby Meisenheimer with your deadline: info@trucolourbandages.com

About Tru-Colour Products, LLC:

Founded in 2014, Tru-Colour Products, LLC is based in the Chicagoland area and supplies the marketplace with latex-free, flexible fabric skin-tone bandages. It is the leader in bandages that match darker skin tones. The company has garnered tremendous attention from major media outlets like Oprah's O Magazine, MTV News, The Huffington Post, BuzzFeed, and Teen Vogue. Next on tap is their budding partnership with Me4kidz, a leader in kid-friendly first-aid products.

Website:

<http://www.trucolourbandages.com>

Social Media:

<https://www.facebook.com/tcbandages/>

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