

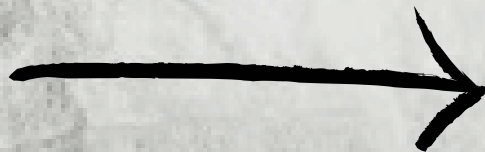
Inside the LAB

From our CMO

**FOR 18 YEARS,
MY BIGGEST JOB
WAS BEING MOM.**

**Now it's time to discover
what's next.**

SWIPE TO LEARN MORE



FAB FOUR LABS
MARKETING



Inside the LAB

MY OLDEST DAUGHTER WAS LEAVING FOR COLLEGE.

**It wasn't shopping for a Woozoo fan
that really hit me. It was what it
represented.**



FAB FOUR LABS
MARKETING

A background image of two young girls walking away from the camera, carrying backpacks. The girl on the left has a pink backpack with the name 'hannah' on it. The girl on the right has a red backpack. The entire image has an orange tint.

Inside the LAB

**WHEN YOUR
BIGGEST JOB
CHANGES, no one
prepares you for how
fast it comes, or what
comes next.**



FAB FOUR LABS
MARKETING

Inside the LAB

**TRANSITIONS
AREN'T JUST
FOR OUR KIDS.
THEY'RE FOR
US TOO.**



FAB FOUR LABS
MARKETING

Inside the LAB



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MARKETING