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BEVERLY HILLS TEDDY BEAR IS A ONE-STOP SHOP FOR SOFT OR SQUISHY SENSORY DELIGHT

Santa Clarita, CA (April 14, 2026) – Aficionados of the soft and sublime, your search is over; **Beverly Hills Teddy Bear Company** is the destination for plushy and squishy play of all kinds! With legacy brands like **World's Softest Plush** and **MushMeez** under their umbrella, the company has developed even more options based on feedback and a very close eye on what's popular in play. Pushing the envelope in trendy movements like slime, tactile plush play, collectibles, squishy toys and more, connoisseurs of cute will have just as much to enjoy this year from Beverly Hills Teddy Bear as will scholars of squish!



The 6-style launch **MushMeez** styles (**Hot Dog, PB&J Sandwich, Hamburger, S'more, Cinnamon Bun** and **Donut**) brought perfected taba-style squish fun to a wider audience in 2025. Thanks to the popularity and rousing success of the brand, which won accolades like the Mom's Choice Gold Award, National Parenting Product Award (NAPPA) and PAL Award, Beverly Hills Teddy Bear is excited to introduce the latest sweet sensation in taba-style squishies, **MushMeez:**

Sweet Friends (\$10). As delicious as these look and smell, they're so much better being squished and stretched in your hand! Each Sweet Friends pack comes with three mini tabas served on a stick like dango dumplings. In addition to the ways fans will be familiar with **MushMeez**: tactile, layered, super soft and slimy play – Sweet Friends introduce a new dimension of play, letting you squish, throw and stretch the mini tabas together or separately. Each set comes in different colors and shapes, so mix and match to make your ideal sweet toy treat! And just like standard **MushMeez**, just rinse with warm water and a smidge of soap to clean them up, good as new! Look out for two launch styles: **Strawberry** and **Chocolate!**



But **MushMeez** has another surprise for this year, a swimmingly satisfying stim toy that can be taken on-the-go: **MushMeez Water Pets (\$8)**! Folks who love slime-style fidgeting can have a worry-free experience thanks to these smartly engineered pocket toys. Designed to resemble a goldfish swimming in a water-filled plastic bag,

Water Pets contain ASMR style water slime action in a sealed container, allowing for endless hours stress-free squeezing, squashing and swooshing. Each time you squish, the wide-eyed fish inside swims to and fro! These fishy friends come in 5 different color styles and include a bag clip to take their mess-free fun with you wherever you go. Even some adults have been spotted in Manhattan wearing these on their designer bags and backpacks!

Beverly Hills Teddy Bear's **World's Softest Plush** line absolutely lives up to the name with unmatched softness and a wide diversity of plush pals,



which is why the line won **six awards in 2025**, including PAL Award, PAL Top 10 Infant Award, NAPPA and Mom’s Choice Gold Award. This series of plush comes in all shapes and across a huge menagerie of animal buddies, but the **Large Lushee 16” Frody the French Bulldog (\$30)** is a perfect picture of what makes the World’s Softest Plush brand special. Truly man’s best friend, the prestigious Oppenheim Toy Portfolio certainly agreed when they awarded Frody and his bestie Bri-Bri the Bunny its highest honor, the Platinum Award! Charming as can be on the surface, it’s the little details that really count. Featuring dreamily soft lush-tec fabric for maximum snuggle factor, Lushees have endearing dome eyes for tons of sweet personality and weighted hands, feet and bottoms for hugs and easy sitting display. Frody has distinguished white fur with bold black spots, a look that will instantly charm you on sight!

Any World’s Softest Plush is tender to the touch, but the brand-new line **10” Feathers style plush (\$16)** truly feel lighter than air. Feathers are soft as a dream, and each Feathers plushie is a whisper of comfort, crafted with the gentlest touch of the most unique “feather” inspired plush fabric. Each Feathers friend has long, plush feathers that mimic the real thing to caress and run your fingers through, plus a plush, dense base for a little extra weight in your hand and more balance for display. A perfect medium size plush pal, Feathers from World’s Softest Plush are ideal for plush collectors who prefer a wilder look!



Is it a giraffe or is it a duck? Yes, lol! **Duckees (\$13)** bring the charm of World’s Softest Plush to a smaller scale and with a quirky twist. These adorable combinations of animals surely won’t run “afowl” of any admirer of all things soft and cute. Each cuddly Duckee plush has a super-soft, lush exterior, an interior filled with small pellets for a satisfying weight and hand-feel, plus their own personality and lore. **Tundee the Giraffe Duckee** loves playing tag and of course, eating salad like all herbivorous giraffe-ducks do! Tundee even has unmistakable giraffe spots and ossicones (fun fact: those are “giraffe horns”)! At 7” in size, and 12 styles to collect, Duckees are ideal for

small cuddles during playtime, naps, or bringing warm comfort with you on-the-go. And watch for Duckee Clippees designs coming up!

New for 2026 comes a surprise equal parts sweet and adorable. **Squish Berries (\$10)** are quintessential sensory, soft, and squishy fun experiences - all in one! Like colorful slices of Swiss rolls come to life, Squish Berries will instantly win you over with their kawaii faces, fuzzy tails and delectable decoration. Cupped perfectly in your hand, you can gently caress them to feel their tender softness on the surface or squish them to detect the satisfying sugar-maltose marshmallow-goo filling. This combination of sturdily stitched and embroidered plush exterior plus pliable squishy interior creates the ultimate in slow-rise squish play!



All this variety and much, much more can be found on Beverly Hills Teddy Bear’s official website <https://stuffedanimals.com/collections> and Amazon.com. Dive into their wonderful world of plush and squish fun!

ABOUT BEVERLY HILLS TEDDY BEAR

Beverly Hills Teddy Bear Company stands at the forefront of innovation in the plush and trend manufacturing industry. For over three decades, some of the world’s leading companies have entrusted us to design, create, and manufacture products that captivate audiences worldwide. Since our inception in 1994, we’ve worked with major studios and corporations to bring their ideas to life. We’ve also taken strides in creating our own proprietary brands, which are now enjoyed in over 90 countries. BHTB continues to push boundaries with new, engaging and diverse products that bring joy to children and collectors alike.