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New CottonTails Diaper Service brings back the old

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Alan Brown may be giving plastic diapers a run for their money.

Brown and Dionne Procell started CottonTails Diaper Service out of their home in Shreveport — and here, the emphasis is on traditional cloth diapers.

"When we realized we were having a baby, we knew cloth diapers would be better for the baby," Brown said. "You know what you're dealing with — with plastic diapers, the chemicals haven't been proven. Why take the chance?"

Once people find out about them, he said, diapers rent out themselves.

The way CottonTails Diaper Service works is the company drops off the clean diapers and picks up the dirty ones.

Brown uses his own heavy duty washing machine that is certified for use.

Brown said so far, Shreveport customers are really taking to the cloth diaper service.

"There's a lot of excitement about it when people sign up for the service," he said.

The new diapers also have snappy fasteners instead of the older pins of the 1940s.

"They've got little Ace bandage-style hooks ."

So far, customers are signing up and there are several day cares and pediatricians on board.

"We weren't expecting to put Pampers diapers out of business, but our baby has used hundreds of cloth diapers," Brown said. "Cloth diapers have always been around and never left. The sales of cloth diapers have risen and the environmental impact of the disposables is huge. It's a good thing."

Brown said his diaper service makes customers feel more environmentally sound. "Hundreds of trees weren't destroyed," Brown said.

Brown and Procell's baby, Elias Brown, was born June 3, at which time the company hired him as vice president of research and development. Elias will bring a unique level of insight into what products work well and what products simply work. Elias will also serve as spokesmodel, where his unparalleled cuteness will not go unnoticed.

Beyond these two essential functions, Elias' influence on the culture of CottonTails Diaper Service was felt for months before his arrival. According to Chief of Operations Brown and Chief of Everything Else Procell, if there were no Elias there would be no CottonTails; after all, just like Brown and Procell, every parent wants what's best for the baby.

Brown said he brought his son back from the hospital in a disposable diaper, but quickly changed to cloth.

"Even people in the hospital liked the cloth," Brown said.

Additional Facts

CottonTails Diaper Service

Basic full diaper service is \$20 a week and you can get as many as you need. There is a \$40 initial fee for the basic start-up package, which includes a diaper pail, two reusable diaper pail liners, two Snappi fasteners and three deodorant disks.

For more information, call (318) 349-2187 or visit www.louisianacottontails.com.
