

## B-Kind: A New Line of Eco-Friendly Dolls from Jada Toys



B-Kind is an eco-friendly doll line that promotes positive messages of kindness and inspires kids to be compassionate.

The line features five, 12.25-inch dolls - **Brianna**, **Koral**, **Ivy**, **Nora**, and **Daisy** - (**BKIND**) all of which are eco-friendly; from the recycled materials with which they are made, to the eco-fashions they wear, to the reusable packaging created from ink made from soybeans.

Encouraging creativity through DIY play, the B-Kind friends support the importance of being kind to the environment, to animals, and to each other



From left to right: Brianna, Koral, Ivy, Nora, Daisy

In line with the brand's eco-centric mission, the B-Kind dolls come in reusable packaging made from recycled materials.

- A real, patterned ribbon serves as the box handle that can be used as a bracelet.
- Creative minds can use the packaging itself to construct their very own Kindness Board, a dedicated personal space to display and share kindness goals through drawings, photos, mission statements, and more.

Each B-Kind doll demonstrates her own passion and features an individual DIY craft. The line features:

- **Brianna - "There is No Planet B"**: Brianna loves to help the environment and is passionate about being kind to others and to our planet. In her free time, she enjoys making fun crafts from recycled materials, and designing fashions. Brianna comes with DIY outfits for doll play (one to paint and decorate, one to make with fabrics from home), plus a DIY purse and Kindness Board.
- **Koral - "Keep the Sea Plastic-Free"**: Koral absolutely loves the ocean and all the amazing sea creatures that live in it. She is passionate about protecting sea life by keeping plastic waste out of the ocean. Koral comes with DIY reusable bags for doll play, plus a DIY purse and Kindness Board.
- **Ivy - "Spread Love"**: Ivy is passionate about ending bullying and being kind to each other. She believes that words go a long way and giving someone a compliment could make their day. Ivy comes with DIY BFF bracelets, 2 for doll play and 2 for your little designer to wear, plus a DIY purse and Kindness Board.
- **Nora - "Be Brave"**: Nora loves adventure, new places, foods, and activities. She feels it's important to be brave and try new things. Nora believes in the importance of being yourself because you are wonderful just the way you are. Nora comes with a DIY hat for doll play, hair extensions for doll play and for your little designer to wear, plus a DIY purse and Kindness Board.
- **Daisy - "Save the Paws of the World"**: Daisy admires animals and loves to care for them. She knows that some animals are in danger and believes, together we can help them. Daisy comes with 2 DIY bean bags for doll play, plus a DIY purse and Kindness Board.

**B-Kind Dolls are available at Walmart and Walmart.com [MSRP: \$29.97; Ages 6+]. Learn more at [BKindDolls.com](https://www.bkindolls.com) and join the fun on social media by following B-Kind on [Facebook](#), [Instagram](#), [Pinterest](#), [TikTok](#), [Twitter](#) and [YouTube](#).**

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