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Noodle Head - Chris and Eric Ryan



Chris and Eric Ryan are the brothers behind Noodle Head. Both Chris and Eric were frustrated with children's toys and got tired of seeing what they called "unimaginative plastic crud". For the sake of their own kids, and with no experience in the toy business, they started their own company.

Pawparazzi Pets, one of the newest and most popular toys under the Noodle Head brand, are collectible plush celebrity pets that come with couture bags and accessories. Each pet comes with a magazine that promotes the personality of the animal and its celebrity status.

According to the company, they had \$1.5 million in sales last year and are on track for \$3 million in 2007. For more information go to www.noodleheadfun.com