



Aterian Announces Exclusive October Prime Day Deals

October 6, 2025

SUMMIT, N.J., Oct. 06, 2025 (GLOBE NEWSWIRE) -- **Aterian, Inc. (Nasdaq: ATER)**, a consumer products company, today unveiled its October Prime Day lineup offering limited-time deals of up to 32% off top-rated products across all of its premier e-commerce brands - hOmeLabs, Squatty Potty, PurSteam, Mueller Living, Healing Solutions, and Photo Paper Direct.

Prime Day deals run from October 7-8, 2025 while supplies last.

"The success of our July Prime Day participation highlighted the strong demand for our products, and we're eager to continue offering shoppers outstanding value on our great products," said Arturo Rodriguez, Chief Executive Officer. "With the holidays approaching, it's the perfect time to get ahead on finding the perfect gifts for family and friends."

Aterian is offering exclusive savings on top-rated essentials, including steam-powered cleaning tools, versatile kitchen gadgets, and the Squatty Potty line of stools, accessories, and recently launched flushable wipes.

hOmeLabs, creates home-comfort appliances that blend high performance with sleek, modern design—helping make everyday living healthier and more efficient.

Featured sale products include:

- hOmeLabs 50-Pint Dehumidifier (Wi-Fi Enabled): 25% Off (Originally: \$279.99 // Sale Price: \$212.49). Removes up to 120 pints of moisture per day, offers ultra-quiet operation, auto-restart, reusable filter, and full smartphone control via built-in Wi-Fi.
- hOmeLabs 8-Pint Dehumidifier (Wi-Fi Enabled): 30% Off (Originally: \$179.99 // Sale Price: \$142.49). Removes up to 24 pints of moisture per day, offers ultra-quiet operation, auto-restart, reusable filter, and full smartphone control via built-in Wi-Fi.

Visit hOmeLabs' Amazon store to shop this deal and explore many more Prime Day savings.

[hOmeLabs Brand Store Link](#)

Squatty Potty, revolutionizes bathroom ergonomics with its patented toilet stools—designed to promote a natural "squat" posture for faster, more complete elimination and improved digestive health.

Featured sale products include:

- Squatty Potty Original Stool: 15% Off (Originally: \$29.99 // Sale Price: \$25.49). Lightweight, stackable under most toilets, with a durable, high-gloss finish—elevates your feet into the optimal position to reduce strain and support digestive wellness.
- Head to Squatty Potty's Prime Day page to grab this offer and discover more discounts.

[Squatty Potty Brand Store Link](#)

PurSteam, delivers powerful, reliable home-care solutions—from steam irons, steam mops and handheld steamers—that simplify chores while safeguarding fabrics and surfaces.

Featured sale products include:

- PurSteam 1750W Steam Iron: 19% Off (Originally: \$49.99 // Sale Price: \$40.35). 1750 W rapid heat-up, continuous steam output, non-stick ceramic soleplate, plus a vertical-steam option for hanging garments.
- PurSteam Scrub Master Pro Steam Mop: 19% Off (Originally: \$129.99 // Sale Price: \$104.99). Our most advanced chemical-free sanitizing steam for hard floors and area rugs, 360° swivel steering, dual scrubbing heads and washable microfiber pads.

Shop these PurSteam deals and uncover many more Prime Day offers on their Amazon storefront. Click the link below and navigate to the All Deals or Prime Days tab.

[PurSteam Brand Store Link](#)

Mueller Living, specializes in small kitchen appliances that pair elegant design with robust functionality—making meal prep faster, easier, and more fun.

Featured sale product include:

- **Mueller Hand Blender: 32% Off (Originally: \$34.99 // Sale Price: \$23.72).** 250 W motor with stainless-steel blades, two-speed control, ergonomic handle, plus whisk and chopping attachments for soups, sauces, and more.

Browse Mueller Living's Prime Day deals to seize this offer and explore additional savings.

[MuellerLiving Brand Store Link](#)

Healing Solutions, our collection of oil brands offers natural, plant-based wellness products formulated to support everyday health and comfort.

Featured sale product include:

- **LAB BULK Eucalyptus Essential Oil, 16 oz: 27% Off (Originally: \$26.99 // Sale Price: \$19.59).** 100% pure eucalyptus oil—ideal for aromatherapy, steam inhalation, and topical blends, supporting respiratory relief and mental clarity.

Discover this Healing Solutions deal and more wellness essentials on our Prime Day page. Click the link below and navigate to the All Deals or Prime Days tab.

[Healing Solutions Brand Store Link](#)

Photo Paper Direct, creates professional-quality printable media for craft and photo enthusiasts, delivering vibrant, fade-resistant results every time.

Featured sale product include:

- **PPD Printable Fabric Sheets, 8.5×11" (10 Sheets): 26% Off (Originally: \$14.99 // Sale Price: \$11.04).** 100% real cotton, matte finish, no watermark—designed for inkjet printers to produce washable, long-lasting fabric prints.

Shop this Photo Paper Direct offer and browse many more creative media discounts this Prime Day.

[PPD Brand Store Link](#)

About Aterian, Inc.

Aterian, Inc. (Nasdaq: ATER) is a consumer products company that builds and acquires leading e-commerce brands across multiple categories, including home and kitchen appliances, health and wellness, and air quality devices. The Company sells across the world's largest online marketplaces, including Amazon, Walmart, and Target as well as its own direct-to-consumer websites. Aterian's brands include Mueller Living, PurSteam, hOmELabs, Squatty Potty, Healing Solutions, and Photo Paper Direct. To learn more, visit www.aterian.io.

Forward Looking Statements

All statements other than statements of historical facts included in this press release that address activities, events or developments that we expect, believe or anticipate will or may occur in the future are forward-looking statements. These forward-looking statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties and other factors, all of which are difficult to predict and many of which are beyond our control and could cause actual results to differ materially and adversely from those described in the forward-looking statements. These risks include, but are not limited to, those related to our ability to continue as a going concern, the effect of tariffs and other costs on our results, our ability to continue to operate following our reduction in workforce, our ability to meet financial covenants with our lenders, our ability to maintain and to grow market share in existing and new product categories; our ability to continue to profitably sell the SKUs we operate; our ability to maintain Amazon's Prime badge on our seller accounts or reinstate the Prime badge in the event of any removal of such badge by Amazon; our ability to create operating leverage and efficiency when integrating companies that we acquire, including through the use of our team's expertise, the economies of scale of our supply chain and automation driven by our platform; those related to our ability to grow internationally and through the launch of products under our brands and the acquisition of additional brands; those related to consumer demand, our cash flows, financial condition, forecasting and revenue growth rate; our supply chain including sourcing, manufacturing, warehousing and fulfillment; our ability to manage expenses, working capital and capital expenditures efficiently; our business model and our technology platform; our ability to disrupt the consumer products industry; our ability to generate profitability and stockholder value; international tariffs and trade measures; inventory management, product liability claims, recalls or other safety and regulatory concerns; reliance on third party online marketplaces; seasonal and quarterly variations in our revenue; acquisitions of other companies and technologies and our ability to integrate such companies and technologies with our business; our ability to continue to access debt and equity capital (including on terms advantageous to the Company) and the extent of our leverage; and other factors discussed in the "Risk Factors" section of our most recent periodic reports filed with the Securities and Exchange Commission ("SEC"), all of which you may obtain for free on the SEC's website at www.sec.gov.

Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, even if subsequently made available by us on our website or otherwise. We do not undertake any obligation to update, amend or clarify these forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

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