



Soothers – simply calming

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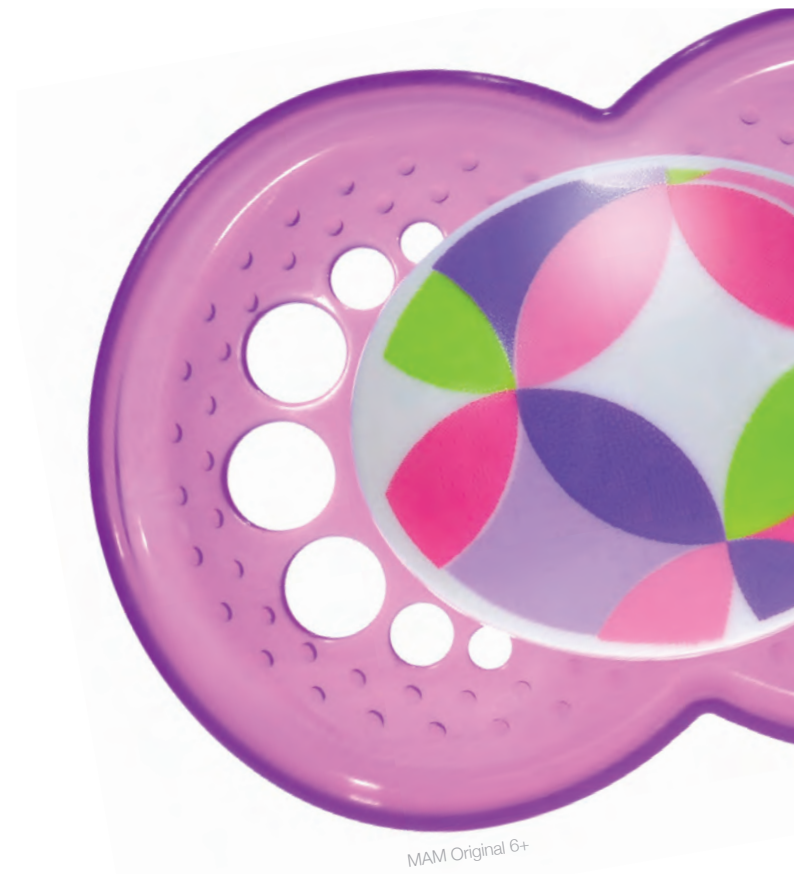
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A sense of security

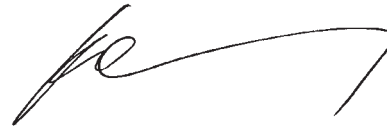
Babies need a sense of security. And they love to suck. Nothing calms them more, nothing is so familiar: the unborn baby is already practicing with the help of his fingers. It is hardly surprising then, that newborns are true 'sucking professionals' and that soothers are such a popular baby accessory – a small luxury for the big fans of sucking. Even when they are not hungry and therefore not drinking: sucking is pure relaxation for babies.

Yet how often and for how long is a child allowed to have a soother? Which material is the best? Are breastfeeding and soothers compatible? And what if the new baby prefers his thumb?

In the MAM guide "Soothers – simply calming" parents find answers to their questions. Together with Paediatrician Prof. Dr. Reinhold Kerbl, Dentist Dr. Yvonne Wagner and experienced Midwife Gabriele Stenz MAM has compiled a brochure that looks at the different aspects of soothers and their usage:

- the natural sucking instinct
- soothers & breastfeeding
- healthy dental development
- soother materials and their properties
- soothers helping against cot death
- giving up soothers made easy

Clear and concise medical know-how and many practical tips for parents – the best start in life for babies.



Ing. Peter Röhrig

Chapter 1: The history of the soother

Modern accessory with history

Strange, but true: soothers have an approximately 3000 year-old history! The earliest versions were made with rags and filled with flour or honey. Occasionally even alcohol or poppy seeds were added to keep babies quiet. The birth of the modern soother came in 1845: the first rubber soother was patented.

An assiduous soother development immediately followed. But the start of the 20th century brought on hefty discussions about the advantages and disadvantages. The debate has since become much less heated. Today soothers are made from high quality materials and are a baby accessory essential. They are widely accepted as fulfilling the early need to sucking. In the modern industrialised nations 80 per cent of all babies enjoy the calming effect of soothers.

A vision becomes reality

Not going as far back, but equally as exciting is the history of MAM. It starts with company founder Peter Röhrig's vision: a medically high quality soother with an appealing look. For this, the plastics engineer got designers from the Vienna University of Applied Arts to join him. In 1976 it happened: the first MAM soother crossed the shop counter. The brand quickly advanced to an international baby name with cult status. The combination of medical know-how, technological innovation and smart design is, after all, unique!



MAM Soft 6+



Chapter 2:

The natural sucking instinct

Big relaxation for babies

Babies love to suck. From about the 14th week of pregnancy the unborn baby can be observed with an ultrasound sucking his fingers. This is how the baby relaxes and prepares himself for feeding after birth. Because that's when things really get going!

In the first year the need to suck is enormous: hunger is satisfied and yet baby actively continues to suck. Nothing relaxes a baby more. Stress, discomfort and tension are forgotten at once. No wonder that everything within reach is tested for its' qualities as something to 'suck on'. Fingers, soft toys, cloths or soothers – there is nothing that isn't given a try. The 'crème de la crème' for babies: to be held in their parents arms with something comforting to suck.

Relaxing hours

But not everything that a baby is happy to suck on is also a suitable soothing aid. Other than mum's breast, only a soother supports healthy development. Those unwilling or unable to always give their breast to clam baby are well advised with a soother. High quality soothers are anatomically correctly shaped and quality checked. So that sucking becomes pure enjoyment! And relaxed babies ensure that the parents can relax too.

In the second year the great need to suck slowly lessens. The baby becomes more interested in solid foods. Ultimately the first teeth want to be tested! And apart from that the child's passion for cheerful chatter gives him less opportunity to have something in his mouth. This is the ideal time to slowly begin coming off the soother. This way the habit has died by the time the third birthday arrives – perfect for continued healthy dental development!

MAM Med-Info

Medical background knowledge understandably explained by Paediatrician Prof. Dr. Reinhold Kerbl, Regional Hospital Leoben.

Non-nutritive sucking:

Non-nutritive sucking means infantile sucking that does not serve the purpose of feeding. Babies are born with a strong sucking instinct. This ensures, just like the sucking reflex – the reflex-like sucking at the breast, on fingers or soothers as soon as these touch the mouth - food intake, but goes far beyond. Sucking is also one of the most important comforting mechanisms over which a child has command. To fulfil this strong instinct the use of a soother is possible and sensible. It ensures that baby relaxes – particularly in restless phases.

Sucking as a pain relief:

Because non-nutritive sucking is a tried and tested comforting mechanism, many hospitals use soothers. In certain surgical circumstances they can help to suppress or reduce uncomfortable and painful feelings as scientific studies show. This effect has also proven itself with premature babies. In everyday life a soother can ensure that babies are more easily comforted in stress situations or if in pain – for example from colic. There are however a few babies who will not accept a soother. They should not be forced. And if baby loses his soother whilst sleeping it should not be put it back in.

Chapter 3: Soothers & breastfeeding

First bonding: please do not disturb

Directly after birth babies want nothing more than to get to know their parents. All of their senses are concentrated on smelling, feeling and hearing them. Now it's time to cuddle! Already after a short while the newborn is ready for his first feed: he searches for mum's breast and enjoys his drink premiere. A little practice is still necessary before breastfeeding works perfectly. With a little time and quiet, mother and baby soon make a great team. Distractions are unwanted: in the first two to four weeks after birth all baby's sucking is for food intake. A soother is not required at this time.

Soon professionals

It doesn't take long and feeding has become routine: baby has mastered the technique and the parents unmistakably recognize the hungry signs. This is true of breast-feeders and bottle-feeders alike. Now, at the latest, it becomes clear how great the infantile need to suck is: a baby satisfies it on average every 13 minutes! The goal of infantile sucking is much more often relaxation and security than feeding. A soother is now the ideal support. No cause for concern, babies are

true professionals: they can very easily differentiate between sucking on a soother and sucking for feed intake. And they like both – each when appropriate.

Timing is everything

Is baby ready for a soother? This is how parents can be sure:

- The newborn weighs more than at birth and is continuing to gain.
- Mother and baby are an established team, latch-on is easy.
- Mother breastfeeds on demand and recognizes whether her baby is drinking properly or just playing.



MAM Med-Info

Recent research proves: soothers and breastfeeding are compatible.

With the Argentinean Paediatrician Alejandro G. Jenik a team of scientists were able to show this in a large scale study. More than 1000 mother-baby couples in five different hospitals participated in the study. The results are non-ambiguous: as soon as breastfeeding is working the soother does not interfere. The scientists therefore recommend the use of a soother because it can protect from cot death. (Everything about this vitally important protective function in chapter 6!)

Just the thing for soothing comfort

A baby sucks on everything that is on offer – from thumb to a muslin cloth. But only a soother offers untroubled satisfaction:

- High quality soothers are anatomically correctly shaped: they ensure that the jaw, teeth and gums develop healthily.
- Soothers are there when needed. And they are gone when usage should be limited. A thumb is always within reach – often up into school.
- Free from contaminants and safe for babies: good soothers are quality controlled and BPA-free.
- Soothers are also always at the ready, even when out and about.
- Comfort from breastfeeding is unique. But always being available can quickly become tough for mums. With a soother, daddy, brothers and sisters or the baby sitter also calm baby.

MAM Midwife tip

Midwife Gabriele Stenz about breastfeeding & soothers:

In my experience most babies really cherish having a soother between breast feeds. Only in the first two to three weeks of life should a soother be avoided because it could interfere with learning the correct feeding technique. After this a soother can also be offered to breast fed babies. It does not influence the already established breastfeeding if the mother can clearly differentiate between signs of hunger and the need to be comforted. The important thing is that soother usage is purposeful: a soother should neither be given constantly nor should it be given to babies to delay a feed.

In these situations a soother is helpful:

- In stressful situations that make babies restless or crotchety a soother is comforting.
- Tired babies can get to sleep better with a soother.
- Ill babies enjoy having a soother. The soother is also conducive to producing saliva and therefore helps wash bacteria from the mouth.
- Sucking can help relax when teething.
- Soothers can help parents comfort their babies.

A question of size

Soothers are available in different sizes. This is good news. There are big differences between tiny newborns and no longer so small expert crawlers. Mouth and jaw develop at an incredible pace. After all, growing is the crowning discipline in the first years of life. And the soother grows too: the appropriate soother size supports healthy development. Age information on the packaging acts as a guideline. Yet every

child is unique. Big, strong babies change soother size before small, delicate infants. If in doubt: it is preferable to use a slightly too small soother than a much too big one.

For the start MAM has created a soother that is called exactly that: MAM Start.

- Especially small and light as a feather it meets the newborn's needs.
- Developed with dentists and paediatricians it ensures the perfect start in life.
- The MAM designers have additionally thought to use soft colours; just right for the first two months.
- By three months the MAM Original is ideal for babies.
- Lots of designs, one teat: the different colours and shapes of the MAM soothers bring variety to the nursery.
- The symmetrical MAM teat was created together with dentists and orthodontists – for babies' healthy development.
- MAM soothers grow too: for every aged infant there is the perfect size.

MAM Start 0+



Chapter 4: Soothers and dental health

Show your teeth

When a baby is born the foundations for his teeth have long been laid: bite development starts as early as in the sixth week of pregnancy! So all the assets are already ready, in a newborn you just can't see anything yet. Not until between six and eight months can parents admire their baby's first tooth. As a general rule the bottom, front incisors make the first appearance.

The baby teeth are completely developed between two and three years.

Healthy mouth

Babies are born without germs in their mouths. At this time their individual mouth flora is rudimentary and the infantile immune system is still underdeveloped. It is an easy breeding ground for bacteria. This is why hygiene is so important for small babies!

- A soft towel or the smart MAM Oral Care Rabbit gently clean baby's mouth and get him used to daily dental care from a very early age.
- Saliva is a moist health supporter: it rinses away bacteria and, with its antibodies, fights nasty germs that activate illnesses. A soother increases the amount of saliva because sucking stimulates production.
- Regularly sterilise/boil soothers and replace after about one to two months: this way germs don't stand a chance. A soother clip ensures that the soother doesn't fall to the floor.
- A clean soother is good. But parents should never 'clean' it by putting it in their own mouths. Apart from different germs, caries are also contractible in this way. Microbiological tests show: a soother that has fallen to the floor carries a lesser number of germs than one that has been in the parents' mouth. It is preferable to put environmental germs in baby's mouth – this also applies to spoons.
- A sterilised soother is kept clean and at the ready in a small container or a bag like the MAM Pod.

MAM Oral Care Rabbit



MAM Med-Info

Dr. Yvonne Wagner, Dentist at the Jena University Clinic and specialist for preventative dentistry and paediatric dentistry, about soothers and healthy teeth and jaw development:

Some Paediatric dentists recommend being careful about using a soother and allude to tooth misalignments and problematic bite development. Actually problems arise solely from improper usage or inappropriate soothers.

What to look out for when using a soother:

- Don't use the soother for more than six hours a day.
- Only a flat teat neck guarantees good mouth and lip closure and allows the teeth to erupt without interference. So look out for a flat, soft and symmetrical teat when buying soothers! This puts less pressure on the teeth and jaw and adapts itself to the arch of the gums.
- Symmetrical teats mean that even when the soother is the wrong way up in baby's mouth the tongue positioning is not hampered.
- A soother must be light-weight so that baby can hold it in his mouth without unnecessarily straining muscles.
- Up until the third birthday the child must have come off the soother, so that the teeth continue to develop healthily.

Children shouldn't suck their thumbs! Whilst a soother teat is soft and flexible, a finger or thumb is not. This hampers mouth closure, good tongue positioning and correct swallowing. Apart from this, the thumb is always there to be used and therefore much harder to stop using than a soother. This means that often thumb sucking continues for too long and is frequently the cause of teeth misalignment and impeded speech development. So if a baby takes a liking to thumb sucking, the best thing is to offer him a soother!



Chapter 5: The right soother

Small, but wow!

Soothers are small – but a huge amount of know-how goes into them. MAM is of the opinion that a product that spends hours every day in baby's mouth must fulfil the highest quality requirements. This is why our soothers are developed with a team of professionals: medical experts, midwives, paediatric nurses, technicians and designers work together on MAM products. High quality materials guarantee premium quality. And contact with parents ensures that the highest expectations are fulfilled.

More choices: latex or silicone?

Soothers' teats are made from latex or silicone. Parents and babies can choose what they prefer. An overview makes a comparison of the two materials possible:

Natural
Latex

Latex: naturally pure malleability

- Latex is a soft, bite-resistant natural product. Babies like its slightly rubbery taste. Due to the natural aging process of the material the teat becomes sticky and darker after some time. – The soother must be thrown away as soon as the latex ages (at the latest after one to two months).
- Since 2002 MAM produces its own latex. In Thailand, where rubber grows naturally, the raw material is harvested under ecological conditions. MAM employees process it under fair conditions. This naturally pure quality is called MAM Natural Latex.
- MAM Natural Latex's allergen content is negligible. Scientific studies were unable to ascertain allergy-activating substances.





Silicone: a silk sensation

- Silicone is synthetically manufactured, is free from allergens and has no taste. The clear material looks hygienic and does not age. Single disadvantage: it is a little harder than latex and less bite-resistant. The soother must be thrown away as soon as first bite marks appear, or at the latest after one to two months.
- MAM has developed a unique silicone for its soothers: the MAM Silk Teat®. It is incomparably comfortable in baby's mouth.
- Thanks to the patented anti-slip-surface babies can effortlessly keep the MAM Silk Teat® in their mouths.



A matter of taste: baby's choice of material

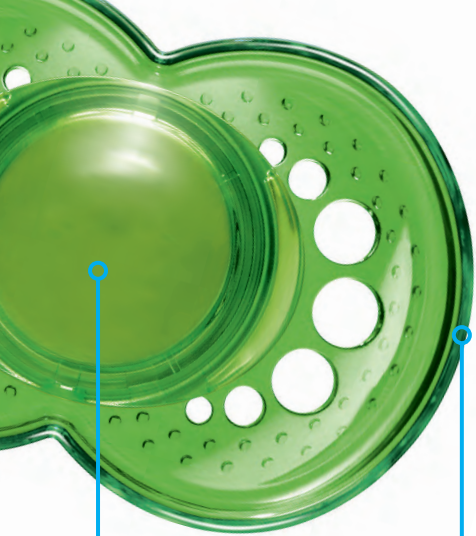
Latex or silicone? Personal preference decides. Those who are unsure let their baby decide. Because babies have their very individual idea of what good taste is: whilst some love the soft latex others are true silicone fans. And some like both just as much, as long as the teat form is right.



MAM soothers: safe without BPA

A short while back a hefty debate about the material Bisphenol A (BPA) broke out. As a fundamental substance in the manufacture of the plastic polycarbonate (PC), BPA became suspected of hiding health risks. To this day the experts do not agree on the possible dangers. The unclear situation unsettles parents. But MAM is on the safe side: all MAM soothers, bottles, cups and teethers, as well as the MAM self-feeding products are manufactured from BPA-free plastics. These materials are globally approved and completely harmless. The MAM Silk Teat® and the MAM Natural Latex, from which teats are made, are also BPA-free.

MAM's step ahead of the rest gives parents peace of mind because they can know that they are giving their babies the best.



EASY TO USE

The knob is easy to take hold of, never a bother.

INNOVATION

The shield is curved for comfort and good for the skin.

FUNCTIONAL DESIGN

The orthodontic MAM teat is ideal for baby's jaw and teeth development.



The MAM design: lots of luxury for the little ones

- The symmetrical MAM teat ensures that the soother is always the right way round – no matter how many times baby turns it.
- Thanks to the thin neck the premium MAM Teats are extremely flexible and adapt individually to each and every baby's mouth.
- Large holes in the shield let plenty of air reach baby's soft skin.
- Babies grow at an incredible rate. And MAM grows too: different soother sizes support healthy teeth and jaw development.



Chapter 6:

Soothers protecting from cot death

Protective factors that can save lives

An unbearable thought for parents; an unexplained phenomenon for medical experts: cot death (SIDS – Sudden Infant Death Syndrome). This is the horrific event of an infant dying, usually between two and four months, completely unexpectedly and almost always in their sleep. Three in 10.000 newborns are affected. Scientists are looking for explanations. Through their exact analysis of the fatalities a list of preventative measures against SIDS has in the mean time become apparent:

- Sleeping on the back: always place baby in bed on his back.
- Cool rooms (18 to 20 degrees Celsius) are the ideal sleeping conditions.
- Use a special baby sleeping bag instead of a blanket.
- Light clothing: a body or a thin pyjama is enough.
- Pillows and soft toys should not be in baby's bed.
- A firm, preferably breathable mattress is ideal.
- Smoke-free surroundings, especially for sleeping, are important for infants.
- No stress: babies love security, closeness and preferably routine sleeping times.

- Breastfeeding for the first sixth months is a protective factor. So with bottle feeding, make sure there is plenty of skin contact and bonding.
- Babies used to using soothers should be given one for all sleeps. This reduces the risk of SIDS.



Safe sleep

Soothers protect

Since 1993 a number of scientific studies have been published, which describe soothers as a protective measure against cot death: for children that already use soothers, researchers were able to provide evidence of the soother's protective effect during sleep. It is still unclear how this mechanism works, but the recommendation is explicit: soothers protect. As soon as breastfeeding is well established parents can offer their child a soother.

- A soother for sleeping protects children in their first year of life.
- Offer a soother for all sleeps (in the daytime as well).
- No hurry: SIDS is very rare in the first month. So the best time to introduce soothers is when breastfeeding is well established.
- No obligation: if baby refuses soothers, he shouldn't be forced. In these circumstances, pay even more attention to the other protective factors.
- If baby loses the soother in his sleep, it is not necessary to replace it.

Being well informed can save lives. MAM cooperates internationally with SIDS charity organizations. The aim: all parents should know the

protective factors against SIDS. The number of deaths can hereby be reduced.

MAM Med-Info

Paediatrician Dr. Reinhold Kerbl, Leoben Regional Hospital, about the protective effect of soothers:

Multiple studies show: soothers can protect from cot death. It is still unclear which physiological mechanism is responsible for this protective effect, but a reduction of the SIDS cases by about half appears possible. Because a soother does not interfere with breastfeeding, it should be offered for all sleeps. Large paediatric associations, like the American Academy of Paediatrics, have included soothers in their preventative recommendations. Organisations involved in SIDS research and prevention in Germany, Austria, UK, Italy and Israel have aligned themselves with this recommendation.

Chapter 7: Saying bye-bye to soothers

Three years is enough

With the third birthday comes the final farewell to the soother. The set of baby teeth is complete. So that teeth and jaw can continue to develop healthily it is necessary for the child to give up their soother. As a matter of fact the sucking reflex is gradually weakening from around the second birthday when the toddler is learning to chew. Apart from this, little chatterboxes have less time to suck. Cheery chatter is only really possible without a soother in your mouth.

Bye-bye soother

Some children find parting from soothers easy, others cling to the habit. It is not always easy to give up something you have learned to love. Parent's patience and creativity are required. Even if it's difficult: remain consistent. Cuddling gives a sense of security, games distract and days full of activity make falling asleep without a soother easier. From home-made artwork to a zoo visit: there is no time to waste thinking about soothers when having so much fun. And when consolation is required, snuggling and cuddling with parents makes all right with the world again.

MAM Med-Info

Dentist Dr. Yvonne Wagner about leaving soothers behind

In the first years of life soothers have numerous advantages. This changes: by his third birthday the child must be without soother. This way teeth and jaw can continue to develop healthily. Studies show that excessive soother usage, of more than six hours daily and beyond the third birthday, can lead to incorrect development of the permanent set of teeth.



MAM Midwife tip

Midwives Marietta Cronjaeger and Gabriele Stenz about the best tips for giving up soothers

- It's always difficult at first. But during the day it is easier to go without soother: picture books, outings or drawing are distracting and fun. Cuddling with parents is comforting.
- Soothers belong in bed only: in the first parting phase it is okay to have a soother to go to sleep. But after getting up the soother stays in bed.
- A suitable time for the final farewell is when the child is well and happy and no major life changes are expected.
- A new 'going to bed' routine makes going to bed without a soother easier. How about a story or a song? If repeated every evening baby will quickly get used to the routine.
- Coming off soothers can also be linked to a special event. Here are a few examples:
 - The toddler gives all his soothers to a friend's baby. After all, the smaller baby needs them much more.
 - A visit from the soother fairy: she comes in the night, takes all the soothers, but leaves an exciting present behind instead.
 - A small arrangement with the shop assistant may be necessary for this: the toddler 'pays' for the toy he has longed for with all his soothers.



MAM Soother Overview – the right soother for every baby age

MAM Start

0-2
months



- For the perfect start – especially for newborns
- Extra small and lightweight design
- Good for the skin thanks to air holes and MAM's unique inside surface
- Special motifs with a love of detail

MAM Original

0-6
months



- Maximum choice of collections
- Good for the skin thanks to air holes and MAM's unique inside surface
- Curved for comfort

MAM Night



- Glows in the dark
- Good for the skin thanks to air holes and MAM's unique inside surface
- Curved for comfort

MAM Perfect



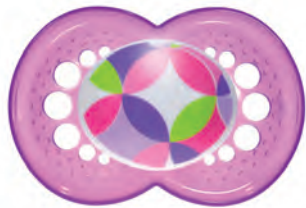
- Designed to reduce the risk of misaligned teeth
- Thanks to Dento-Flex® the teat neck is 60% thinner and 3 times softer*
- Good for the skin thanks to generous air holes

* On average: 53 – 78% thinner / 1.50 – 5.33 times softer than regular silicone soothers.

MAM Original

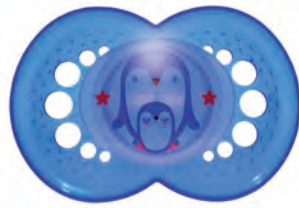
6+
months

Also available in Maxi size



- Maximum choice of collections
- Good for the skin thanks to air holes and MAM's patented inside surface
- Curved for comfort

MAM Night



- Glows in the dark
- Good for the skin thanks to air holes and MAM's patented inside surface
- Curved for comfort

MAM Diamond



- Gently massages baby's gums – for a pleasant feeling
- Good for the skin thanks to air holes and MAM's patented inside surface
- Curved for comfort

MAM Air

6+
months

Also available in Maxi size

MAM Soft

MAM Perfect

Not available in Maxi size



- Innovative, award winning design
- Especially good for baby's skin
- Curved for comfort and extra light



- Perfect soother for teething babies
- Soft structures are ideal to chew on
- Lets babies quickly forget teething



- Designed to reduce the risk of misaligned teeth
- Thanks to Dento-Flex® the teat neck is 60% thinner and 3 times softer*
- Good for the skin thanks to generous air holes

* On average: 53 – 78% thinner / 1.50 – 5.33 times softer than regular silicone soothers.

MAM Soother Accessories

0+
months

MAM Clip

BPA
FREE



- Keeps soother clean and close at hand
- Fits all MAM soothers and soothers with a ring handle
- Quickly fastened to summer and winter outfits
- Smart design enables one handed use

0+
months

MAM Twist Clip

BPA
FREE

easy
to
attach



- Keeps soother clean and close at hand
- Outstanding design & functionality thanks to the smart wheel
- Firm hold on baby's cloths
- Also available with the MAM Cover

0+
months

MAM Pod

BPA
FREE



- Handy storage for 2 soothers
- Zip makes opening, filling and closing practical and fast
- Easy attachment to handbag, belt or pram thanks to the velcro fastener

0+
months

MAM Clip & Cover

BPA
FREE



- Keeps soother teat clean
- Fits onto all MAM teats
- Easy attachment to the MAM Clip's leash

And finally

MAM babies are special. MAM parents too. They want the best of all baby worlds at once: premium design and function. All of us at MAM – our designers, engineers and the international network of MAM medical experts, with whom we work closely for all developments – share this high expectation.

This is why we also like to share our knowledge – in brochures such as this, on mambaby.com or with members of our MAM club*. So that parents are given peace of mind and can enjoy the best experience of all. And of course so that babies get the best start in life.

* Becoming a member of our MAM club has lots of advantages: information, news, promotions, competitions, service. For example, the monthly development calendar sent individually per e-mail – for even more knowledge and joy about the development baby experiences while growing.



MAM Pod

Legal Notice

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Published by:

MAM Babyartikel GesmbH
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Text: Birgit Güll, Berlin

Photos: MAM Babyartikel GesmbH

Idea: Ogilvy & Mather Vienna

Design: www.finestudios.at



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MAM Air 6+