

PRESS RELEASE: MAM'S ANTI-COLIC BOTTLE

More than Just a Bottle

The smart MAM Anti-Colic cleans itself!

Every day baby life is easy with the MAM Anti-Colic. The innovative bottle reduces colic and sterilises itself! Enjoy 80 percent less colic thanks to the smart base ventilation. Easy switching between mum and MAM thanks to the unique teat. And practical self-sterilisation thanks to innovative technical design!



This smart and innovative bottle ensures that from now on parents are mobile: the MAM Anti-Colic sterilises itself. Simply heat in the microwave with water and it's done! Whether on holiday or visiting friends the smart Anti-Colic bottle is ready for use. Babies enjoy feeding from the Anti-Colic because the bottle ensures that the feed flows smoothly. This means that babies don't swallow any air and colic is reduced.

- The MAM Anti-Colic sterilises itself! Whether at home or on the go: simply heat in the microwave with water, no need for a steriliser.
- 80 percent less colic: the MAM Anti-Colic innovative base ventilation ensures a smooth flow and makes every feed enjoyable.
- As soft as mum's skin: a gentle sensation for baby when feeding thanks to the extra-soft MAM teat.

The perfect companion...

Life with a baby can be quite stressful. This is why the MAM Anti-Colic is the ideal support. Its new sterilising function ensures that it is ready for everything: visiting relatives, travelling or meeting friends. The smart bottle is sterilised in an instant; simply heat in the microwave for three minutes with a little water and it's ready to use. No additional product, no chemical additives – that's how easy sterilisation can be. Peace of mind for parents and a perfect start in life for babies. Lisa Parkhill Managing Director of MAM UK commented that: "The MAM Anti-Colic is convenient at home and on the go, it is the perfect companion for dynamic every day baby life."

Learn more at: <http://www.mambaby.co.uk/MAM1.mov>

MAM Anti-Colic bottle now self sterilises

No steriliser needed





Picture text: The smart MAM Anti-Colic – for relaxed daily baby life.



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