



MAM'S ANTI-COLIC BOTTLE PRESS RELEASE

More than Just a Bottle!



The bottle with three great features:

- **Proven effect:** 94% of babies accept the MAM Silk Teat (Market Research 2009-2014, tested with 1,349 babies)
- **Proven effect:** the base with ventilation reduces colic in 80% of babies who use it. (Medical Study 2011/ Market Research 2010, tested with 204 babies)
- **Self sterilises** in the microwave without the need of a steriliser. Just add water to the base, stack the bottle ready for self sterilising, and pop in the microwave for just 3 minutes!

Want to know more?

Every day baby life is easy with the MAM Anti-Colic bottle. The innovative bottle reduces colic and sterilises itself thanks to the innovative technical design! Enjoy **80% less colic** thanks to the smart base ventilation. Thanks to the patented MAM silk teat which allows for an easy switch between mum and MAM with a proud **94% Acceptance rate** amongst babies.



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

MAM & CSR

A MAM Anti Colic bottle user can greatly influence the amount of CO2 emissions and therefore make a contribution to climate protection. “-48% CO2” refers to the following: “Self-Sterilising of the Anti-Colic Bottle versus Sterilising in the Electrical Steriliser, over a period of 6 months, with daily sterilising.”

It is 2.3 kg CO2 versus 4.4 kg CO2 over a usage period of 6 months



Stockist information:

The Anti-Colic Bottle is available in various sizes (130ml, 160ml and 260ml) as 1pk's, 2pk's, 3pk's and also Pre-birth Starter Sets. RRP from £5.50

Can be brought at:

www.mamonlineshop.com, Boots, Amazon, Mothercare, Waitrose, Ocado, Morrisons, Toys 'R' Us, Mamas & Papas, Kiddicare, Argos and all good independent retailers

Beautiful on trend designs:



Lifestyle Images:

