

Media Title – Boots Parenting Club
Circulation – 1,000,000
Issue – April 2014



Dirt buster

When you're out and about and the dummy gets dropped, it can mean meltdown on the way home. The **Milton Mini Portable Soother Steriliser** (see online for details) can be attached to the pushchair and, with added sterilising tablet and water, cleans soothers in 15 minutes.

A photograph of the Milton Mini Portable Soother Steriliser. It consists of a white, rounded rectangular base and a purple, dome-shaped lid. The word 'Milton' is printed in white on the purple lid. The device is shown against a light yellow background.

Media Title – Boots Parenting Club
Circulation – 1,000,000
Issue – April 2014

We're in the

Boots Parenting Club is the UK's most generous and best-loved baby club. But don't just take our word for it...

club...



'I love the double points and the baby events. I also love the fact that the coupons are targeted at my daughter's age and stage. So they are really relevant to me. I used a voucher to buy a Milton steriliser.'
Harjeet, mum to Areya, four months, and Milan, three

Media Title – Fitness & The Bump (Blog)

Circulation – 7,500

Issue – 4th April 2014

How to fight the Rotavirus

When Lacie had her **eight week jabs**, she also was immunised against Rotavirus.

The immunisation is an oral vaccination and basically protects them from a highly infectious stomach bug that can cause an unpleasant bout of diarrhoea, sometimes with vomiting, tummy ache and fever. The problem is, they obviously give her a small dose of the virus, so it's vital that for the next three weeks, me and mark wash our hands after every nappy change and don't suck her dummy when it needs carrying or cleaning. Basically because the vaccine is given to your baby by mouth, it's possible that the virus in the vaccine will pass through your baby's gut and be picked up by whoever changes their nappy. It could also be on her dummy, so sterilisation is vital over the next few weeks.

Thankfully, I came across this **Milton Mini Portable Soother Steriliser** and it has come in really handy ever since.



Basically, the cleaner allows you to sterilise dummies on the go, is compact and really easy to use. You fill to line with water, dissolve a Milton tablet, insert the sponges and pour away any excess water. You're then ready to go and can sterilise as many dummies as you wish for 24hrs! The sterilising process takes less than 15 minutes and is made by a brand that I really trust. I never leave the house without it. I can't tell you how many times we have dropped her dummy – or I've found it in my 2-year old Nephew's mouth. Cheeky little monkey!



<http://www.milton->

Media Title – Fitness & The Bump (Twitter)

Circulation – 1,674

Issue – 4th April 2014

Lucy Miller
@miller82uk

Freelance Fitness & Nutrition Editor for Health & Fitness Mag, Mail Online, Weight Watchers & Glamour. Also Personal Trainer. Email me at miller82uk@yahoo.co.uk
Bromley, Kent · lucymiller.me.uk

TWEETS **7,475** FOLLOWING **617** FOLLOWERS **1,674** **Following**

Followed by [Hello Baby](#), [Britax](#) and [BizzieBaby UK](#).

Tweets

Lucy Miller @miller82uk · 11h
Keep those germs away....[@milton_baby](#)
fitnessandthebump.com/2014/04/01/how...

Expand Reply Retweeted Favorite More

Media Title – My Model Mummy (Twitter)

Circulation – 455

Issue – 4th April 2014

Profile summary ✕



Modelmum
@Modelmum1 FOLLOWS YOU

Radio presenter and sponsor of the #mummymix. The UKs only online parenting radio show on Radio Dacorum. Blogger with a toddler.

Worldwide · mymodelmummy.com

TWEETS	FOLLOWING	FOLLOWERS	Following ⚙️
2,318	652	455	

Followed by    [WOW Toys](#), [MumtyBumpty](#), [MummyWhiskers](#) and 31 others.

 **Modelmum** @Modelmum1 · 7m

#ff to our new brands the #mummymix team will/have been working with [@Quinny_UK](#) [@Milton_baby](#) [@MITKHemelBerko](#) [@eatinglondon](#) [@harpersfood](#)

[Details](#)

Media Title – My Model Mummy (Twitter)

Circulation – 455

Issue – 6th April 2014



Media Title – Nanny Nick (Twitter)
Circulation – 1,161
Issue – 9th April 2014; 11th April 2014

Nick
@nannynick
Live-Out Male Nanny / Manny working in West Surrey, UK
Surrey, UK · nannynick.com

TWEETS **18.6K** FOLLOWING **719** FOLLOWERS **1,161** **Following**

Followed by **BabyBornFree UK, David Fowler, Brother Max** and 14 others.



Retweeted by Nick



Milton Sterilising @Milton_baby · Apr 9

Don't miss out on this fantastic offer! 3 for 2 on all Milton products at Mothercare! Offer lasts until 22nd April: - goo.gl/1P91rm

Expand



Nick @nannynick · Apr 11

Parents with babies - do you know about Milton? Sterile in 15mins in cold water. milton-tm.com/en/consumer/pr... @Milton_baby

Expand



Nick @nannynick · Apr 11

A parent of a 4 month old asked me how to take their steam steriliser on holiday abroad. You don't. Use Milton tablets.

Expand

Media Title – Real People
Circulation – 185,682
Issue – 10th April 2014

Win! ★ ★

★ Keep your little one's bottles, teethingers and soothers germ-free with this steriliser starter kit from Milton. This kit includes everything you need to get started: a Combi Microwave or Cold Water Steriliser; a Solo Travel Steriliser for when you are out and about; plus one of Milton's award-winning Mini Portable Soother Sterilisers for sterilising on-the-go; as well as two packs of sterilising tablets and a pack of anti-bacterial surface wipes, worth over £50. For your chance to win, send your name, address and number to Milton Competition, Real People, 33 Broadwick Street, London W1F 0DD before 17 April.





2

TAKE NOTE

DESIGN TIPS FOR
CUT FLOWERS

Florists Nikki Tibbles of Wild at Heart and Philippa Craddock share their tips for keeping fresh flowers at their best. 'Clean vases with Milton sterilising fluid,' says Philippa. 'It kills old bacteria, extending the life of the new flowers.'

'Trim the ends of the flowers at an angle and cut a split of approximately 0.5cm up the stem - this allows the flower to take in as much water as possible,' says Nikki. 'Re-trim every few days.'

'Change the water every day,' says Philippa. 'Add a tiny drop of bleach - a really tiny drop. This keeps the water fresh. Always remove leaves that will sit below the water line - they will turn to mush and pollute the water.'

'Use flowers as a focal point: put them where you want to draw people's attention to,' says Nikki. 'The vase you use is as important as the flowers in its contribution to the finished overall design.' >

15


2 Tiny orange kumquats with paperwhites. dark

HINGO

Celebrity Name – Laura Hamilton

Followers – 57,100

Date – 24th April 2014



Laura Hamilton ✓
@laurahamiltontv FOLLOWS YOU
TV Presenter, Property Developer, Dare-Devil, Travel writer, HELLO! Blogger and Mummy.
London • laurahamilton.co.uk

TWEETS **7,696** FOLLOWING **1,585** FOLLOWERS **57.1K** ⚙ Following

Followed by [Clair Hufton](#), [tommee tippee UK](#), [TheThreeMusketeers](#) and **36 others**.



Laura Hamilton @laurahamiltontv · Apr 24

@Milton_baby thanks for my birthday pressie hamper!!!! :-) xxx
pic.twitter.com/FgOAAKtV8W



FAVORITE

1

Celebrity Name – Michelle Heaton

Followers – 235,000

Date – 26th April 2014



michelle heaton ✓
@wonderwomanshel
Mummy/presenter/fitness freak/actress/singer/liberty X'er ebay:
stores.ebay.co.uk/2014michelleswtl. @wonderwomanshel EMAIL my manager-
all@allparry.com
home is where my family is

TWEETS **29K** FOLLOWING **625** FOLLOWERS **235K**

Followed by **Bio-Oil UK & IRE**, **Mamas & Papas**, **Hannah Fox** and **65 others**.



michelle heaton @wonderwomanshel · Apr 26

@Milton_baby wow thank u guys lovely surprise xx
pic.twitter.com/f77Ri6X40LS



Celebrity Name – Katie Piper

Followers – 270,000


Date – 1st May 2014





Katie Piper ✓
@KatiePiper_
TV presenter, best selling author, columnist and Founder of @KPFoundation charity
London · KatiePiperandYou.co.uk

TWEETS **19.3K** FOLLOWING **889** FOLLOWERS **270K**  **Following**

   Followed by **Kiddicare, mummyandthechunks, More Than Mummies** and **100+ others.**



Katie Piper @KatiePiper_ · 3h
@Milton_baby just picked it up today, huge thank you the personalised portable one is too cute! Xxx

 [Hide conversation](#)  [Reply](#)  [Retweet](#)  [Favorite](#)  [More](#)

12:07 PM - 1 May 2014 · [Details](#)

Media Title – Carsons Mummy (Twitter)

Circulation – 1,658

Issue – 28th April 2014

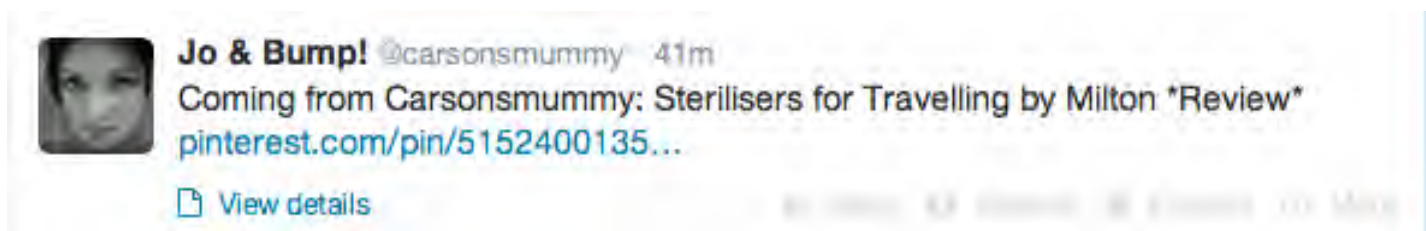


Jo & Bump!
@carsonsmummy FOLLOWS YOU

Blogging Mummy to a 5yr old cheeky chops & currently expecting no2! Living in Wirral, working full time in Liverpool. Serial comper and also an #LFC fan ,England · carsonsmummy.blogspot.co.uk

TWEETS	FOLLOWING	FOLLOWERS
33.3K	2,002	1,658

  Followed by [mummafelice](#), [Sonia Constant](#), [Drumond Park](#) and 47 others.



Jo & Bump! @carsonsmummy · 41m
Coming from CarsonsMummy: Sterilisers for Travelling by Milton "Review"
pinterest.com/pin/5152400135...

[View details](#)

Media Title – Carsons Mummy (Pinterest)

Circulation – 89

Issue – 28th April 2014

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Pinterest

Pin it

♥ Like

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➦ Send

📱 Share



Found on carsonsmummy.blogspot.com



Media Title – Carsons Mummy (Blog)

Circulation – 3,000

Issue – 29th April 2014

Coming from CarsonsMummy

Carsonmummy... Trying to be the best at all times!

Tuesday, 29 April 2014

Sterilisers for Travelling by Milton *Review*

Not being able to drive and baby's arrival imminent - I've been thinking hard about what I used to moan about when Carson was a baby. What was I always forgetting in the change bag?

Well, when Milton offered me the chance to take a look at the following products, it certainly helped jog my memory!

Introducing...



The Milton Mini Portable Soother Steriliser

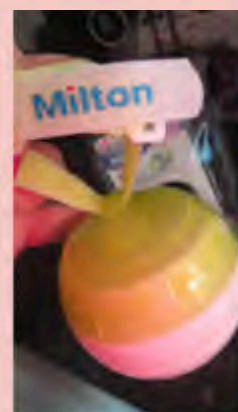
These help solve every parent's dilemma - what to do with a dropped dummy or even a spoon whilst feeding?

This nifty little gadget cleans and sterilises dummies in less than 15 minutes, plus provides a safe and sterile place to store a spare dummy when you are out and about. The Velcro strap has been designed so you can attach the Mini to the pushchair when out and about which is absolutely perfect for someone like me!

The wet sponges inside freaked me out at first, but they are **supposed** to be damp DO NOT WORRY that it's yucky.

Simply pop a mini sterilising tablet in the ball with water to dissolve, stack the sponges back inside - with the holey one at the top - and twist the teat of the dummy inside that hole to clean it.

Screw the lid back on leave for 15 mins and wallah! Sterilised dummy!



Media Title – Carsons Mummy (Blog)

Circulation – 3,000

Issue – 29th April 2014

What's best about this, is you can use the steriliser as often as you need in any 24 hour period. As long as the dummy remains in the solution for 15 minutes each time, it will be sterilised.

Retailing at just £5.20 from [John Lewis](#), it's a germaphobes dream at a pittance really isn't it?

The main benefit of this product, for me, is being able to attach it to the pushchair with a dummy stored inside, entirely eliminating the need for panic stations if baby has a meltdown due to a lost or dropped soother. PHEEEW!!

The Milton Solo Travel Steriliser – this is a 2-in-1 microwave or cold water single bottle steriliser. It is ideal for sterilising when travelling or away from home.

It sterilises from 2 minutes in the microwave and in 15 minutes with cold water – if unused within those 15 minutes the contents can remain stored in the steriliser for up to 24 hours anyway.

It safely sterilises most makes and sizes of bottles and also small baby equipment such as teethers and plastic toys so call it a **universal** travel steriliser. Bit of a Brucie Bonus if you ask me!

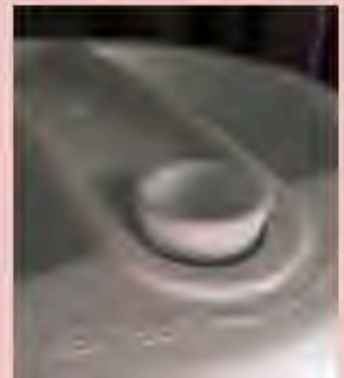
I used to buy a fair few steri-bottles with Carson. You know the ones I mean? The disposable pre-sterilised bottles? But, from memory, it was setting me back approx 4 quid for every couple of bottles.

Even if the cost has changed dramatically reduced for disposable bottles these days, at just £8.20 from [Amazon](#) or [John Lewis](#) I really don't know how you cannot afford to go out and buy one of these.

This is a MUST for my change bag and having tested it out, albeit without baby at the mo, I can see no issues that this product will bring, regardless of it being too large to stand in my microwave – as the instructions confirm that it can be laid on it's side. Just remember to always ensure the safety vent is popped down to prevent leakage!

It's perfect to pop into the change bag and the practicalities are there for all to see.

I'm so pleased that I have had the chance to review these products as without having done so I don't think I'd have thought they were up to much given their very low cost. Thank you Milton!



I am buzzing about these and 100% recommend to any travelling parent out there. 'Spesh ones that don't drive and a change bag is super important to them whilst out and about on foot.

My sister is about 17 weeks pregnant at the mo... don't tell her, but I think I know what I'm gunna be buying her for my niece's arrival!!

Media Title – Carsons Mummy (Facebook)

Circulation – 386

Issue – 29th April 2014



The image shows the top section of a Facebook profile for 'Carsons Mummy'. The profile picture is a small square image of a woman and a child. The cover photo is a large, light-colored image with the name 'Carsons Mummy' written in a green, hand-drawn font. Below the profile picture, the name 'Coming from Carsons Mummy' is displayed, along with '386 likes · 21 talking about this'. To the right, there are buttons for 'Liked', 'Following', and a settings icon. Below the name, the website 'PR friendly Lifestyle and Parenting Blog' is listed. On the right side, there is a blue heart icon and the number '386'.



Coming from Carsons Mummy shared a link.

48 minutes ago



Coming from Carsons Mummy: Sterilisers for Travelling by Milton *Review*

carsonsmummy.blogspot.com

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