

A baby with light brown hair and eyes is sitting on a teal cushion. The baby is wearing a light blue long-sleeved shirt with a lace-like pattern at the bottom and grey pants. A purple and white pacifier is in their mouth. The pacifier has a white center with a purple dragonfly design. In the top right corner, there is a blue square with the word 'MAM' in white, and a pink heart with '40 years expertise' in white. A white speech bubble on the right contains the text 'Look! I have discovered the world of MAM'.

MAM

40 years  
expertise

Look!  
I have  
discovered  
the world of  
MAM



We Love  
Babies!

At MAM Baby New Zealand we love babies! Since 1976, it has been our primary objective to support the individual development of each child in the best way possible and to make day-to-day baby care easier for parents. That is why all our products are carefully designed around the needs of your baby.

All babies are different which is why we carefully select the best materials and consult with professionals such as Orthodontists, Dentists and Midwives, to design products that are loved by mums and babies throughout the world.

Whilst breast milk is best for babies and provides ideal nutrition, this is sometimes not an option for some mums. MAM offers a trusted range of products.







# MAM Breast Care Pump

0+ months 1+ BPA FREE

The Manual Breast Pump from MAM has been developed with real attention to detail and it can be adapted to meet individual needs.

There are three reasons why expressing milk with the Manual Breast Pump is very pleasant and simple. The suction controller allows the suction strength to be adjusted easily to your individual preference.

When it's turned all the way to the right, the vacuum is held for up to three seconds. In this position, lots of milk can be expressed quickly and easily.

Pack includes: 1x 130ml Anti Colic Bottle & 2x Sealing disks



## MAM Breast Care Accessories



**Breast Care Pads**  
Extra thin and very absorbant



**Nipple Care Shields**  
For short term support during breastfeeding



**Microwave Steriliser**  
For microwave and cold water sterilisation



**4 Parts ONLY**  
Easy Cleaning & Assembling



# MAM Anti-Colic Bottle



0+  
months

1

Silk  
Teat®

BPA  
FREE

MAM Anti-Colic bottle reduces colic by **80%\*** with a unique silky-soft teat and air vented base, this also has a self-sterilising function making it the perfect bottle for on-the-go!

## How to sterilise your bottle



less colic  
confirmed by  
**80 %**  
of mothers!

*Bottle designs throughout New Zealand may vary from what is available overseas.*

*\*Market research 2008-2010, tested with 995 babies*

*\*Market research USA 2010 n=35 / Field study Austria 2011, n=73*



## DUST CAP

- Spill-proof, protects from dirt
- Also works as a measuring cup, thanks to integrated scale

## SILK TEAT®

- Silky soft & patented for a familiar feeling
- Symmetric MAM shape always fits perfectly in baby's mouth

## WIDE OPENINGS

- Fast & easy cleaning
- Easy filling

## VENTED BASE

- Helps reduce colic
- Provides for an even drinking flow



MAM Easy Start™  
Anti-Colic



10  
years

Self  
sterilising



Ventilation holes



less colic  
confirmed by  
**80 %**  
of mothers¹

**94%**  
Teat  
Acceptance\* ✓



MAM  
Bottles



0+  
months

1+

Silk  
Teat®

BPA  
FREE

## MAM GLASS BOTTLE

The MAM Feel Good Glass Bottle is made of temperature-resistant, high quality glass for convenient, every day use. It can be heated and cooled down quickly, cleaned in the dishwasher and sterilised at high temperatures. A graduated scale on the back provides for accurate measuring.

- Sizes: 170ml & 260ml



## MAM BABY BOTTLE

MAM Baby Bottle – the top-quality drinking bottle with a unique design.

- Sizes: 270ml & 330ml
- With Silk Teat® - no silicone feels softer
- Detailed scale, allowing exact measurement
- Sits comfortably in the hand and are easy to fill
- BPA free



*Bottle designs throughout New Zealand may vary from what is available overseas.*



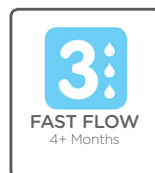


MAM  
Silk Teat®



With the popular MAM Teat, it makes it an easy switch between breastfeeding and bottle. Thanks to the MAM Silk Teat® drinking from a bottle feels completely familiar and is proven to have a **94%\*** acceptance rate.

MAM Teat Sizes:

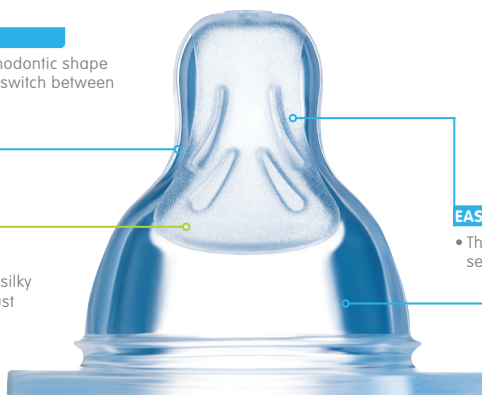


#### INNOVATION

- The familiar, orthodontic shape is ideal for easy switch between Mum and MAM

#### SILK TEAT®

- MAM's patented Silk Teat® is made from silky-silicone. It's silky soft like no other and feels just like mum



#### EASY TO USE

- The Silk Teat® fits all MAM bottles seamlessly

#### FUNCTIONAL

- Designed so that the teat does not collapse while baby is drinking



MAM  
Soothers

MAM Soothers:

### MAM Perfect Soother

0-4mth & 4-24mth

MAM Perfect Soothers provide less pressure on your baby's jaw whilst also reducing the risk of misaligned teeth with a **60% thinner** teat.

0-4  
months

4-24  
months



60%  
thinner  
4 x  
softer\*

Reducing the risk of misaligned teeth



*Soother designs throughout New Zealand may vary from what is available overseas.*

### MAM Silicone Soother

0-4mth & 4-24mth



### MAM Air Soother

4-24mth



### MAM Night Soother

2-24mth







### MAM Bite N Brush

Baby's first teeth are a whole new adventure. The MAM designers have developed a teether which soothes as well as cleans baby's first teeth.



3+ months

### MAM Starter & Clip

Distracts babies from teething pains. Extra lightweight and featuring a special ring shape which makes it simple to hold for small babies in particular.



1+ months

### MAM Bite & Relax Phase 1

The mini teether was developed for baby's first teething phase and provides instant relief especially in the area of front teeth.



2+ months

### MAM Bite & Relax Phase 2

The mini teether was developed for baby's first teething phase and provides instant relief especially in the area of front teeth.

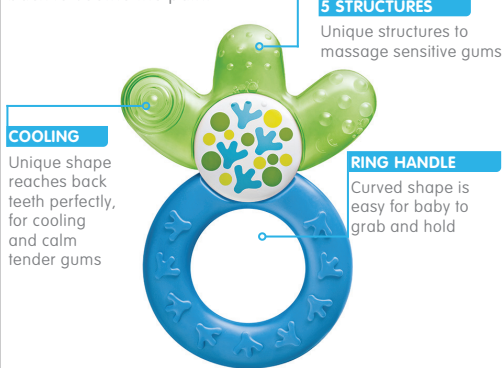


4+ months

### MAM Cooler Teether 4mth+

The MAM designers have developed a teether that cools, massages and relaxes babies. With multiple textured surfaces babies can easily reach the back to soothe the pain.

4+ months





MAM  
Oral Care

MAM Oral Care products are developed alongside Dentists and Midwives. The smart MAM Oral Care products ensure babies get use to regular oral hygiene step by step. Trendy colours and shapes arouse baby's interest and encourages them to clean their teeth.

It is important to take care of your baby's teeth even before they start to come through, and MAM offers a range of Oral Care products to ensure your baby gets the best oral care from day one.

### MAM Oral Rabbit

0+  
months

Children's dentists and midwives are in agreement that baby's mouth be cleaned regularly from day one in order to remove bacteria and get baby accustomed to a regular teeth-cleaning routine. This is why MAM designers have developed the innovative Oral Care Rabbit.



### MAM First Toothbrush

6+  
months

The First Brush allows babies to easily imitate the way that adults clean their teeth. This means that babies learn to clean their teeth properly right from day one.

- Short and compact handle, ideal for imitating adults' toothbrushing strokes
- Massaging head for massaging sensitive gums



### MAM Teaching Toothbrush

6+  
months

Babies need to learn how to clean their teeth properly. The Training Brush makes toothbrushing easy right from day one and with Mum and Dad's help it's even easier.

- Long, ergonomic handle for holding together
- So parents can assist perfectly with the first cleaning strokes
- Massaging head for massaging sensitive gums







### MAM Bottle Brush

The innovative extra soft bristles flexibly adapt to different bottle forms. The structured teat brush cleans the teat on the inside.

- Extra soft and completely non-scratch
- Stylish MAM design and colours
- Large hanging hole for easy storage and drying



### MAM Baby Cutlery

- Knife with safe cutting blade, fork with gently pointed tines
- Non-slip grip - easy to hold thanks to its curved and textured design
- Perfect for both right and left-handers



### MAM Thermal Bottle Bag

The MAM Thermal Bottle Bag is designed with an insulating layer that helps to maintain the content of the bottle, hot or cold for hours. The velcro leash is flexible attachment to a bag or stroller and is suitable for all MAM bottles.

- Size: 21 cm
- All-round zipper: easy to get the bottle in and out



### MAM Milk Powder Box

The Milk Powder Box is especially lightweight and holds up to three 40g servings of powdered milk or formula. Thanks to its triangular shape milk powder or formula can be filled easily into the bottle without leaving any residue behind.

Perfect for active parents and ideal for on-the-go!



### MAM POD

For the dynamics of everyday baby life.

- Created by MAM designers
- Easy to use thanks to clever design
- Modern colours and motifs
- Fits all MAM and ring pacifiers
- For all ages



### MAM Clip

More robust and versatile than ever before – the new MAM clip can be used with all kinds of soothers and other baby accessories. Using the innovative adjustment, parents can individually adjust the length of the clip to suit its specific use.





MAM

40 years  
expertise

Look!  
MAM and I  
are a great  
team.



**IMPORTANT NOTICE:** Breast milk is best for babies and provides ideal nutrition. Good maternal nutrition is important for preparation and maintenance of breastfeeding. Introducing partial bottle-feeding could negatively affect breastfeeding and reversing a decision not to breastfeed may be difficult. Professional advice should be followed before making a decision on infant feeding.

Distributed by:

 **consumer**

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MAM is available at selected pharmacies, Babycity, Farmers and various online outlets. For more information head over to the MAM New Zealand Facebook page.

