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Australian First: Natural Touch™ raises the bar in the baby feeding category

June 24, 2009 by babyunivers Leave a Comment
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Natural Touch™ is an innovative baby feeding range designed to support breast and bottle feeding mums. The introduction of the Natural Touch™ range to the Australian market provides parents with the three unique benefits of safety, innovation and value not found in any other feeding and breast care brand.

Safety – Only 100% Bisphenol A (BPA) free bottle range in Australia
Extensive research was undertaken in conjunction with close consultation of breast feeding experts in the development of Natural Touch™. All products in the range are Bisphenol A (BPA) free and Natural Touch™ is the only complete range in the Australian market that can lay claim to this.



"The dangers of BPA are increasingly recognised the world over, with many companies taking a no-tolerance view to the use of the chemical in their products," said Louise Dobson, Business Manager, Nuby Australia.

"Safety underpinned the development of the Natural Touch™ range, therefore it was incredibly important to ensure that the Natural Touch™ products are BPA free.

Innovation – Australia's only silicone bottle

Natural Touch™ is the first feeding range that includes silicone bottles allowing parents to assist feeding by gently squeezing the bottle. The SoftAir™ bottle features a soft silicone design you can squeeze. The teat and bottle mimic the flex, stretch and movement of breastfeeding, allowing mother to easily switch between breast and bottle. The thermal properties of silicone keep the bottle and its contents warmer for longer and the bottles also features advanced anti-colic vents.



Another great innovation in the range is the silicone Infa Feeder™, a spoon attachment that fits on all Natural Touch™ bottles. Thickened fluids and solids can be squeezed onto the Infa Feeder™ spoon straight from the soft bottle, easing the transition from milk to solid foods.

Value – First range for all early childhood feeding stages

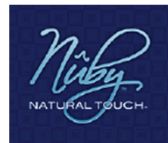
All bottle accessories in the Natural Touch™ range are interchangeable which means that the life of a single Natural Touch™ bottle is extended through all stages of a child's feeding.

"Natural Touch™ is the first feeding range that takes your newborn from milk through to solid foods and first drinks. With a range of products that is interchangeable and compatible, Natural Touch™ is a wise investment for both child and parent" said Dobson.

Starting with a silicone or polypropylene bottle, parents and carers can use the same bottle and simply purchase the necessary accessories as required, costing significantly less than buying new products each time a child's feeding needs change.

The Natural Touch™ range also includes the Soft Flex™ Comfort Breast Pump, Mini Manual Breast Pump, a four-bottle microwave steam sterilizer, bottle and teat brush, formula dispensers, disposable breast pads and PūRICE breast pads.

Natural Touch™ is now available in Australia from: Selected Target stores, Toys'R'Us, Baby Bunting, Bubs Baby Shops and will be in Woolworths from July 2009.



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Tags: Bisphenol A, bottle, BPA, Natural Touch, Nuby



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