



Discover the world of soothers

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A sense of security

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Original 6+



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A sense of security

Babies need a sense of security. And they love to suck. Nothing calms them more, nothing is as familiar. Even unborn babies are already practising with the help of their fingers. So it is hardly surprising that **newborns are true “sucking professionals”** and that soothers are such a popular baby accessory – a small luxury for big fans of sucking. Even when they are not hungry and not drinking, **sucking is pure relaxation for babies.**

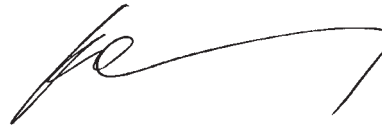
But how often and for how long is a child allowed to have a soother? What is the best material? Can you combine breastfeeding and soothers? And what if the baby prefers his thumb?

In the MAM Guide “Discover the world of soothers” parents can find answers to all their questions. Together with the head of the Department of Paediatrics and Adolescent Medicine Regional Hospital Prof. Dr. Reinhold Kerbl, specialist for paediatric dentistry Dr. Yvonne Wagner and

experienced midwifery trainer Gabriele Stenz, we have compiled a brochure that looks at the different aspects of soothers and their use:

- the natural sucking instinct
- soothers & breastfeeding
- healthy dental development
- soother materials & their characteristics
- soothers helping to prevent cot death
- weaning made easy

Clear and concise medical know-how and a whole host of practical tips for parents – for a healthy and natural development of babies.



Peter Röhrig

Chapter 1: The history of the soother

A modern accessory with a history

Strange, but true: the history of soothers spans approximately 3,000 years! The earliest versions were made of rags and filled with flour or honey. Occasionally, even alcohol or poppy seeds were added to keep babies quiet. The **birth of the modern soother came in 1845** when the first rubber soother was patented.

Rapid developments in the soother immediately followed, but the start of the 20th century brought major discussions about the advantages and disadvantages. The debate has since become much less heated. **Today, soothers are made from high-quality materials and are an essential baby accessory.** They are widely accepted as fulfilling the early need to suck. In modern industrialised nations, 80% of all babies enjoy the calming effect of soothers.

A vision becomes reality

Not quite so old, but equally as exciting is the history of MAM. It starts with company founder Peter Röhrig's vision: a medically **high quality soother with an appealing look**. For this, the plastics engineer enlisted the help of designers from the Vienna University of Applied Arts. **In 1976 it happened: the 1st MAM Soother crossed the shop counter.** The brand quickly developed into an internationally renowned baby name with cult status. The combination of medical know-how, technological innovation and smart design is, after all, unique!

Perfect 6+



40 years of MAM Soothers

At the age of 25, MAM founder Peter Röhrig spotted a potential in the soother market. As a young father himself, he had noticed that the soothers of the time were either medically functional or attractive to look at: never both. So he set out to correct that situation.

In 1974, he started working with two industrial designers, who were professors at the Vienna University of Applied Arts. From the very beginning, their shared goal was to create specialist baby products that not only helped both mother and child but also looked great and worked perfectly.

The first MAM Soother they developed was shaped like a horizontal figure of eight. A striking feature was that the shield and teat were both symmetrical. Röhrig and his team deliberately decided against using a ring-shaped handle, as this was often incorrectly used. Instead, they created a unique button that was easy for baby to hold and easy to sterilise.

The first MAM Soother went on sale in 1976 and proved an immediate hit. Its huge success within the first year resulted in MAM winning a national award for innovative packaging and inspired the team to design their next model.

From the very earliest models, MAM Soothers were instantly recognisable by their bright colours and creative seasonal motifs. More importantly, MAM's philosophy of always closely collaborating



with medical and dental experts meant that they were as medically functional as they were attractive.

Over the 40 years since Peter Röhrig achieved his first breakthrough, the company he founded has designed more than 20 different types of soother. Today, MAM continues to relentlessly innovate new products and endlessly refine their established favourites. Giving parents and babies alike the help and developmental support they need from their very earliest days.

Every day approx. 100,000 MAM Soothers are sold worldwide.

Chapter 2:

The natural sucking instinct

Big relaxation for babies

Babies love to suck. From about the 14th week of pregnancy, the unborn baby can be observed with ultrasound sucking his fingers. This is how the baby relaxes and prepares himself for feeding after birth. Because that's when things really get going!

In the 1st year, the need to suck is enormous: even though its hunger is satisfied, baby actively continues to suck. Nothing relaxes a baby more. Stress, discomfort and tension are forgotten at once. It's no wonder that everything within reach is tested for its qualities as something to suck on. Fingers, soft toys, cloths or soothers – there is nothing that isn't given a try. What babies love the most is to be held in their parents' arms with something comforting to suck.

Relaxing hours

But not everything that a baby is happy to suck on is also a suitable soothing aid. Other than mum's breast, **only soothers support healthy development.** Those unwilling or unable to always offer their breast to calm baby are well advised to choose a soother. High-quality soothers are anatomically correctly shaped and quality checked to ensure that sucking becomes pure enjoyment! And relaxed babies mean that parents can relax too.

In the 2nd year, the great need to suck slowly decreases as baby becomes more interested in solid foods. Ultimately, the first teeth are just begging to be tested! And apart from that, the child's passion for cheerful chatter gives him less opportunity to suck. This is the ideal time to slowly begin weaning him off the soother. In this way, the habit will have died by the time his 3rd birthday arrives – perfect for continued healthy dental development!



Night 2–6

MAM Med-Info



Medical background knowledge clearly explained by **Prof. Dr. Reinhold Kerbl**, Head of the Department of Paediatrics and Adolescent Medicine Regional Hospital Hochsteiermark / Leoben (Austria).

Non-nutritive sucking:

Non-nutritive sucking means infantile sucking that does not serve the purpose of feeding. Babies are born with a strong sucking instinct. Just like the sucking reflex – the reflex-like sucking at the breast, on fingers or soothers as soon as these touch the mouth – this ensures food intake, but also goes far beyond this. Sucking is also one of the most important comforting mechanisms a baby has at his disposal. To fulfil this strong instinct, the use of a soother is both possible and sensible. It ensures that baby relaxes – particularly in restless phases.

Sucking as pain relief:

Because non-nutritive sucking is a tried-and-tested comforting mechanism, many hospitals use soothers. In certain surgical circumstances, scientific studies have shown that they can help to suppress or reduce uncomfortable and painful feelings. This effect has also proven itself with premature babies. In everyday life, a soother can ensure that babies are more easily comforted in stressful situations or if in pain – for example from colic. However, there are a few babies who will not accept a soother. They should not be forced. And if baby loses his soother while sleeping, it should not be put back in.

Chapter 3:

Soothers & breastfeeding

First bonding: please do not disturb

Directly after birth, babies want nothing more than to get to know their parents. All of their senses are concentrated on smelling, feeling and hearing them. Now is the time to cuddle! Very soon, the newborn is ready for his 1st feed: he searches for mum's breast and enjoys his first drink. A little practice is still necessary before breastfeeding works perfectly. With a little time and quiet, mother and baby soon make a great team. There's no room for distractions: in the first 2 to 4 weeks after birth, all baby's sucking is for food intake. A soother is not required at this time.

True professionals

It doesn't take long for **feeding to become routine**: baby has mastered the technique and the parents can recognise the unmistakable signs of hunger. By now it has become clear how great the infantile need to suck is: a baby satisfies it on average every 13 minutes! The goal of infantile sucking is much more often relaxation and security than feeding. A soother is now the ideal support. But not to worry: babies are true professionals. They can very easily differentiate between sucking on a soother and sucking for food intake. And they like both – each when appropriate.

Timing is everything

Is baby ready for a soother? This is how parents can be sure:

- The newborn weighs more than at birth and is continuing to gain weight.
- Mother and baby are an established team and latching on is easy.
- Mother breastfeeds on demand and recognises whether her baby is drinking properly or just playing.



MAM Med-Info



Recent research proves: soothers and breastfeeding are compatible.

Under the guidance of **Dr. Alejandro G. Jenik MD**, Head of the Neonatal Department at the Hospital Italiano in Buenos Aires (Argentina) a team of scientists were able to demonstrate this in a large-scale study. More than 1,000 mother-baby pairs in 5 different hospitals participated in the study. The results are clear: as soon as breastfeeding is working, the soother does not interfere. The scientists therefore recommend the use of a soother because it can protect against cot death. (Everything you need to know about this vitally important protective function is in chapter 6!)

MAM midwife tip



Midwifery trainer **Gabriele Stenz** on breastfeeding & soothers:

In my experience, most babies really cherish having a soother between breast feeds. Only in the first 2 to 4 weeks of life should a soother be avoided because it could interfere with learning the correct feeding technique. After this, a soother can also be offered to breast-fed babies. It does not influence the already established breastfeeding pattern if the mother can clearly differentiate between signs of hunger and the need to be comforted. The important thing is that soother use is purposeful: a soother should neither be given constantly, nor should it be given to babies to delay a feed.

A soother is helpful in these situations:

- In stressful situations that make babies restless or crotchety, a soother is comforting.
- Tired babies can get to sleep better with a soother.
- Ill babies enjoy having a soother. The soother is also conducive to producing saliva and therefore helps wash bacteria from the mouth.
- Sucking can help baby to relax when teething.
- Soothers can help parents comfort their babies.

Just the thing for soothing comfort

A baby will suck on everything that is on offer – from thumb to muslin cloths. But only a soother offers **untroubled satisfaction**:

- High-quality soothers are anatomically correctly shaped: they ensure that the jaw, teeth and gums develop healthily.
- Soothers are there when needed. And they are gone when use should be limited. A thumb is always within reach – often up until the child starts school.
- Free from contaminants and safe for babies, good soothers are quality controlled and BPA- and BPS-free.
- Comfort from breastfeeding is unique. But always being available can quickly become tough for mums. With a soother, dad, brothers and sisters or the babysitter can also calm baby.





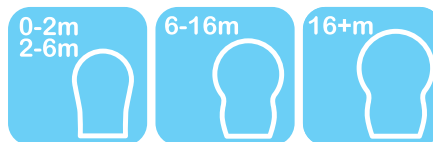
A question of size

Soothers are available in different sizes. This is good news. There are big differences between tiny newborns and fast-growing crawlers. Mouth and jaw both develop at an incredible pace. After all, growing is the main task in the first few years of life. And the soother grows too: **the appropriate soother size supports healthy development**. Age guidelines on the packaging will help you to choose the right size for your baby, but every child is unique. Big, strong babies will change soother size before small, delicate infants. If in doubt, choose a soother that is slightly too small rather than one that is much too big.



For the start, MAM has created a soother that is called exactly that: **MAM Start**.

- Especially small and light as a feather, it meets the newborn's needs.
- The MAM designers have even thought to use soft colours; just right for the first 2 months.
- From the 3rd month on, the **MAM Original**, **MAM Air** and **MAM Perfect** are ideal for babies.
- Lots of designs: the different colours and shapes of the MAM Soothers bring variety to the nursery.
- The symmetrical MAM Teat was created with the help of dentists and orthodontists – for healthy tooth development
- Our soothers grow too: available in 3 sizes – safety and comfort for babies of all ages.



Chapter 4:

Soothers & dental health

Show your teeth

When a baby is born, the foundations for his teeth have long since been laid: tooth development starts as early as the 6th week of pregnancy! So all of the assets are already present in a newborn: you just can't see anything yet. Not until between 6 and 8 months can parents admire their baby's 1st tooth. As a general rule, the bottom front incisors make the first appearance.

Baby teeth are completely developed by between 2 and 3 years of age.

Healthy mouth

Babies are born without germs in their mouths. At this time, their individual mouth flora is rudimentary and the infantile immune system is still underdeveloped. It offers an easy breeding ground for bacteria. This is why hygiene is so important for small babies!



Oral Care Rabbit

- A **soft towel or the smart MAM Oral Care Rabbit** can be used to gently clean baby's mouth and get him used to daily dental care from a very early age.
- Saliva is a moist health supporter: it rinses away bacteria and, with its antibodies, fights nasty germs that cause illnesses. A soother increases the amount of saliva because sucking stimulates production.
- **Regularly sterilise/boil soothers** and replace after about 1 to 2 months: this way, germs won't stand a chance. A soother clip ensures that the soother doesn't fall to the floor.
- A clean soother is good, but **parents should never "clean" it by putting it in their own mouths**. Apart from different germs, caries can also be contracted in this way. Microbiological tests have shown that a soother that has fallen to the floor carries fewer germs than one that has been "cleaned" in a parent's mouth. This also applies to spoons.
- A **disinfected soother** can be kept clean and at the ready in the **MAM Steriliser Box** or a bag like the **MAM Pod**.

MAM Med-Info



Dr. Yvonne Wagner, specialist for paediatric dentistry (Germany), explains about soothers and healthy teeth and jaw development: In order to prevent tooth misalignments and problematic bite development, look out for the following when using a soother:

- Don't use the soother for more than 6 hours a day.
- Only a flat teat neck guarantees good mouth and lip closure and allows the teeth to emerge without interference. So look out for a flat, flexible and symmetrical teat when buying soothers. This puts less pressure on the teeth and jaw and adapts itself to the arch of the gums.
- Symmetrical teats mean that even when the soother is the wrong way up in baby's mouth, the tongue positioning is not hampered.
- A soother must be light-weight so that baby can hold it in his mouth without unnecessarily straining muscles.
- By the 3rd birthday, the child must have come off the soother to ensure the teeth continue to develop healthily.

Children should never suck their thumbs! While a soother teat is soft and flexible, a finger or thumb is not. This hampers mouth closure, good tongue positioning and correct swallowing. Apart from this, the thumb is always there to be used and therefore much harder to wean off than a soother. This means that thumb sucking often continues for too long and is frequently the cause of tooth misalignment and impeded speech development. If a baby takes a liking to thumb sucking, the best thing is to offer him a soother!



Chapter 5:

The right soother

Small but mighty!

Soothers are small – but a huge amount of know-how goes into them. We at MAM share the opinion that a product that spends hours every day in baby's mouth must fulfil the highest quality requirements. This is why our soothers are developed with a team of professionals.

DEVELOPED WITH MEDICAL EXPERTS

Teamwork with medical experts for maximum safety.

MAM products not only meet but even exceed legal standards. We aim to offer parents the highest level of safety. Right from the beginning, MAM products are developed in cooperation with medical experts and research institutes such as ICMRS, paediatricians, developmental pedagogues, dentists and midwives. This ensures that the functionality, shape and material of all MAM products reflect the latest research. Only after approval by medical experts is a MAM innovation ready for baby life.



Which to choose: latex or silicone?

It's a matter of taste: baby's choice of material. Latex or silicone? Personal preference decides. Parents who are unsure can let baby decide, because babies have their own very individual idea of what tastes good. While some love the soft latex, others are true silicone fans. And some like both just as much, as long as the teat shape is right.



°BPA/BPS free: All MAM products are made from materials free of BPA and BPS.

Silicone: a familiar sensation

- Silicone is synthetically manufactured, free from allergens and has no taste. The clear material looks hygienic and does not age. Its only disadvantage is that it is a little harder than latex and less bite-resistant. The soother must be thrown away as soon as the first bite marks appear, or at the latest after 1 to 2 months.
- We have developed a unique silicone for our soothers: **MAM SkinSoft Silicone**. This is softer than other types of silicone and familiar for babies. Thanks to the anti-slip surface, the soother stays easily in baby's mouth.

94%
Teat
Acceptance*

MAM SkinSoft™ Silicone: easily accepted by babies because it feels so familiar.

Skin
Soft™
Silicone

Proven effectiveness: market research confirms that 94% of babies accept the MAM SkinSoft Silicone.

(*Market research 2010–2014, tested with 1,236 babies).

Latex: naturally pure softness

- Latex is a soft, bite-resistant natural product. Babies like its slightly rubbery taste. Due to the natural ageing process of the material, the teat becomes sticky and darker after some time. The soother must be thrown away as soon as the latex begins to age (at the latest after 1 to 2 months).
- Since 2002, MAM has produced its own latex. In Thailand, where rubber grows naturally, the raw material is harvested under ecological conditions. MAM employees process it under fair conditions. This naturally pure quality is called **MAM Natural Latex**.
- MAM Natural Latex: scientific studies have not found any allergy-activating substances.

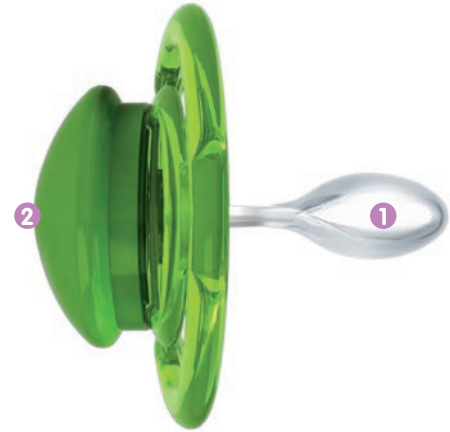
Skin
Soft™
Silicone

94%
Teat
Acceptance*

Natural
Latex

MAM Soothers

Created by designers – recommended by dentists and orthodontists



1 Teat

- **Designed for healthy tooth development** – we work with orthodontists to ensure that our soothers are orthodontic, giving you peace of mind. The teat is designed to be soft, flexible and small enough to minimise its impact on oral development, while still satisfying baby's sucking needs.
- Like our MAM Soother Shields, the symmetrical shape of each of our teats ensures that it **always fits correctly in babies mouth** – no matter how many times it is turned around.
- A special **“air channel”** allows air to flow in and out of the teat so that **it can adapt babies mouth**, becoming flatter when baby sucks on it and leaving enough space for the tongue to move freely.

2 Button

- **A simple idea for more safety** – MAM Soothers feature an easy-to-grab button instead of a traditional ring handle. This means it can't get stuck in baby's mouth – unlike some soother handles when put into the mouth the wrong way. It is easy to attach certified clips to the soother, and because there is no handle there is no temptation to use a string or the like, which may present a strangulation danger.
- The button also provides a hygienic **“tumbler”** function. Once put down on the button, the soother won't flip easily, so it stays clean and germ-free.



3 Shield

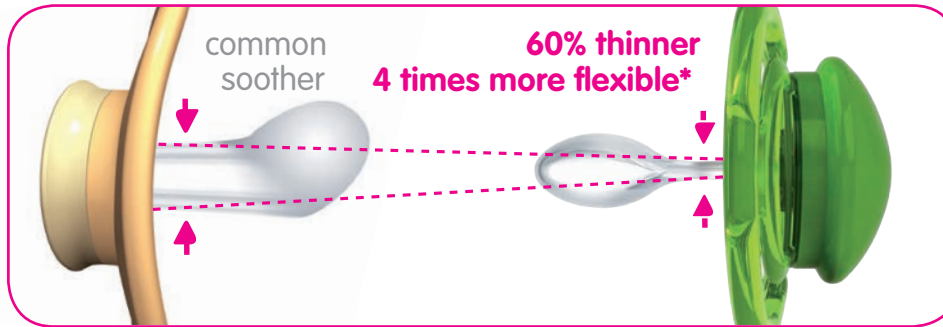
- A clever curve – the soother’s curved rim means there are no sharp edges pressing on babies sensitive skin. This shape also reduces the skin contact area and distributes pressure more evenly (i.e. during sucking), leaving **no marks on baby’s face**.
- The shield’s curve is **adapted to babies’ face shape** for optimum comfort. It is flatter for smaller babies and has a stronger curve for older babies whose facial features have become more defined.
- When sucking on the teat, the curved shield can help to prevent developing teeth **from getting pushed too far forward**. This is because it is automatically pulled towards the lips and teeth at the same time.
- Every MAM Soother is designed to provide **enough room for little noses**, so parents can rest assured that it’s a perfect fit.
- Fresh air for healthy skin – big air holes in the shield guarantee maximum air flow to avoid saliva accumulation and wetness next to baby’s skin. This prevents reddening and soreness of skin.

MAM Perfect

60% thinner & 4 times more flexible* – designed to reduce the risk of misaligned teeth.

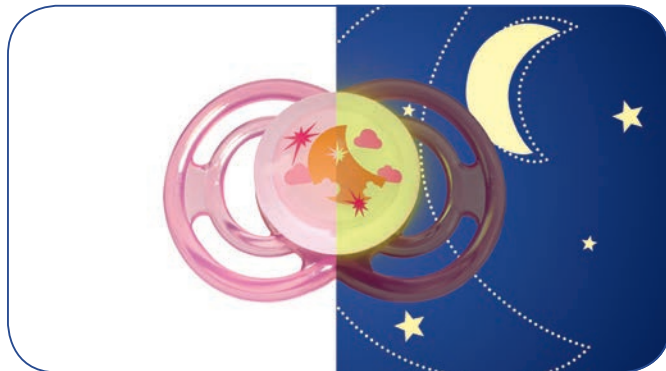


reddot design award
winner 2011



Dental experts agree: the thinner & more flexible the teat neck, the less pressure there is on baby's jaw and teeth. This reduces the risk of malocclusions.

*Scientific reports from Wild Hi-Precision institute verify: the **MAM Perfect's** teat neck is on average 60% thinner; test series by the University Clinic of Dentistry Vienna confirm: it is also on average 4 times more flexible than comparable soothers. (Between: 32% – 83% thinner / 1.1 – 19.5 times more flexible than regular silicone soothers).



MAM Perfect Night

Safe through the night.

- The button on the **MAM Perfect Night** glows in the dark. If the soother is spat out or lost during the night, it can be quickly found again.
- The pleasant glowing effect of the soother button is naturally recharged during the day. This is due to a crystal structure that first absorbs, and then gives off light for hours.
- The material has been carefully tested by MAM and is, as always, 100% safe for babies.

New longitudinal study* confirms: MAM Perfect supports healthy tooth and jaw development.

In a long-term, randomized study Dr. Yvonne Wagner, a dentist at the Jena University Clinic (Germany), examined the effects of the **MAM Perfect** soother on tooth and jaw development.

The study was conducted over a period of 12 months with 86 toddlers ranging from 16 to 24 months of age who already exhibited an increased overjet and/or open bite. They were divided into 3 different test groups: Group 1 switched from their previously used soothers to the **MAM Perfect** at the beginning of the test phase. The participants in group 2 continued to use the same soothers they had before the start of the study. Group 3 attempted to wean off the soother during the study period. Participants were randomly assigned to the different groups.

The result: The long-term study shows that switching from a conventional soother to the **MAM Perfect minimizes the risk of developing an open bite and an increased overbite.** Based on the findings of this longitudinal study, the **MAM Perfect can be recommended by experts.**

MAM Med-Info



Dr. Yvonne Wagner, dentist at the Jena University Clinic (Germany):

„This longitudinal study is the first scientific work to show statistically **significant benefits of using the MAM Perfect over conventional soothers regarding overjet and overbite.**“



Scientific Panel of
BAMED AG
www.icmrs.org

*Y. Wagner, R. Heinrich-Weltzien, "Effect of a thin-neck pacifier on primary dentition: a randomized controlled trial", Orthodontics & Craniofacial Research, Volume 19, Issue 3, pages 127–136, August 2016.



MAM's Innovative Steriliser Box



Disinfected in 3 minutes – for up to 48 hours

MAM Single Box



MAM Double Box



Chapter 6:

Soothers protect against SIDS (Sudden Infant Death Syndrome)

Protective factors that can save lives

An unbearable thought for parents; an **unexplained phenomenon for medical experts**: cot death (**SIDS** – Sudden Infant Death Syndrome). This is the horrific event of an infant dying, usually between 2 and 4 months, completely unexpectedly and almost always while asleep. 3 in 10,000 newborns are affected. Scientists are looking for explanations.



In the meantime, through their exact analysis of the fatalities, a list of preventative measures against SIDS has become apparent.

- Sleeping on the back: always place baby in bed on his back.
- Cool rooms (18 to 20°C) offer ideal sleeping conditions.
- Use a special baby sleeping bag instead of a blanket.
- Light clothing: a one-piece suit or thin pyjamas is enough.
- Pillows and soft toys should not be in baby's bed.
- A firm, preferably breathable mattress is ideal.
- Smoke-free surroundings, especially for sleeping, are important for infants.
- No stress: babies love security, closeness and preferably routine sleeping times.
- Breastfeeding for the first 6 months is a protective factor. If bottle feeding, make sure there is plenty of skin contact and bonding.
- Babies used to using soothers should be given one for all sleeps. This reduces the risk of SIDS.

Soothers protect

Since 1993, a number of scientific studies have been published that describe soothers as a protective measure against cot death. For children already using soothers, researchers were able to provide evidence of the soother's protective effect during sleep. It is still unclear how this mechanism works, but the recommendation is explicit: soothers protect. As soon as breastfeeding is well established, parents can offer their baby a soother.

- A soother for sleeping protects children in their 1st year of life.
- Offer a soother for all sleeps (in the daytime as well).
- No hurry: SIDS is very rare in the 1st month, so the best time to introduce soothers is when breastfeeding is well established.
- No obligation: if baby refuses a soother, he shouldn't be forced. In these circumstances, pay even more attention to the other protective factors.
- If baby loses the soother in his sleep, it is not necessary to replace it.

Being well informed can save lives. MAM cooperates with SIDS charity organisations around the world. The aim is for all parents to know the ways to protect against SIDS and thus help to reduce the number of deaths.

MAM Med-Info



Prof. Dr. Reinhold Kerbl, Head of the Department of Paediatrics and Adolescent Medicine Regional Hospital Hochsteiermark / Leoben (Austria), on the protective effect of soothers:

Multiple studies show that soothers can protect against cot death. It is still unclear which physiological mechanism is responsible for this protective effect, but a reduction of SIDS cases by about half appears possible. As a soother does not interfere with breastfeeding, it should be offered for all sleeps. Major paediatric associations, like the American Academy of Pediatrics, have included soothers in their preventative recommendations. Organisations involved in SIDS research and prevention in Germany, Austria, the UK, Italy and Israel have aligned themselves with this recommendation.

Chapter 7:

Saying goodbye to soothers

3 years is enough

With the 3rd birthday comes the final farewell to the soother. By this age, the set of baby teeth is complete. To ensure that teeth and jaw can continue to develop healthily, it is necessary for the child to give up the soother. As a matter of fact, the sucking reflex gradually weakens from around the 2nd birthday when the toddler learns to chew. What's more, little chatterboxes have less time to suck. Cheery chatter is only really possible without a soother in the mouth.

Goodbye soother

Some children find parting from soothers easy, others cling to the habit. It is not always easy to give up something you have learned to love. Parents need patience and creativity. Even if it's difficult, remain consistent. Cuddling gives a sense of security, games distract and days full of activity make falling asleep without a soother easier. From making artwork to visiting the zoo, little ones have no time to waste thinking about soothers when they're having so much fun. And when consolation is required, cuddling with parents makes everything right with the world again.

MAM Med-Info



Dr. Yvonne Wagner, specialist for paediatric dentistry (Germany), on leaving soothers behind:

In the first few years of life, soothers have numerous advantages. This changes. By their 3rd birthday, children must say goodbye to their soother. This way, the teeth and jaw can continue to develop healthily. Studies show that excessive soother use of more than 6 hours daily and beyond the 3rd birthday can lead to incorrect development of the permanent set of teeth.



MAM midwife tip

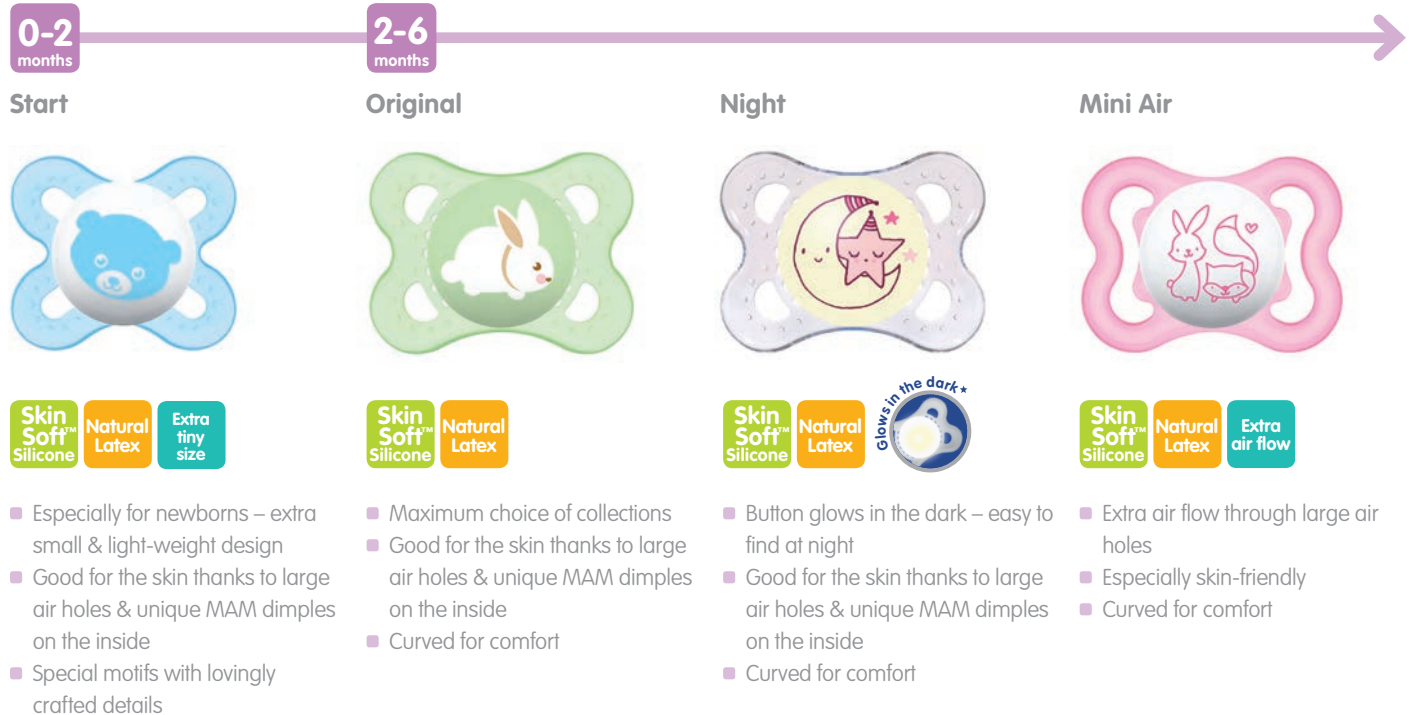


Midwifery trainer **Gabriele Stenz** on the best tips for giving up soothers:

- It's always difficult at first, but during the day it is easier to go without a soother: picture books, outings or drawing are distracting and fun. Cuddling with parents is also comforting.
- Soothers belong in bed only: in the first phase of weaning your child off the soother, it is okay to give them one to go to sleep. But after they get up, the soother stays in bed.
- A suitable time for the final farewell is when the child is well and happy and no major life changes are expected.
- A new "going to bed" routine makes going to bed without a soother easier. How about a story or a song? If repeated every evening, baby will quickly get used to the routine.
- Coming off soothers can also be linked to a special event. Here are a few examples:
 - The toddler gives all his soothers to a friend's baby. After all, the smaller baby needs them much more.
 - A visit from the soother fairy: she comes in the night, takes all the soothers, but leaves an exciting present behind instead.
 - A small arrangement with the shop assistant may be necessary for this: the toddler "pays" for the toy he has longed for with all his soothers.



MAM Soother Overview – the right soother for every baby age



Perfect



**Skin
Soft™
Silicone**

- Designed to reduce the risk of misaligned teeth
- The teat neck is 60% thinner & 4 times more flexible*
- Good for the skin thanks to large air holes

Perfect Night



- Button glows in the dark – easy to find at night
- Designed to reduce the risk of misaligned teeth
- The teat neck is 60% thinner & 4 times more flexible*



*BPA/BPS free: All MAM products are made from materials free of BPA and BPS.

*On average: Between: 32–83% thinner/1.1–19.5 times more flexible than regular silicone soothers.

***Baby-safe material**

6+
months

Original



Skin Soft™ Silicone
Natural Latex

- Maximum choice of collections
- Good for the skin thanks to large air holes & unique MAM dimples on the inside
- Curved for comfort

Night



Skin Soft™ Silicone
Natural Latex
Glow in the dark*

- Button glows in the dark – easy to find at night
- Good for the skin thanks to large air holes & unique MAM dimples on the inside
- Curved for comfort

Air



Skin Soft™ Silicone
Natural Latex
Extra air flow

- Innovative, award-winning design
- Extra air flow & especially skin-friendly thanks to large air holes
- Easy to see baby's smile

Air Night



Skin Soft™ Silicone
Natural Latex
Extra air flow
Glow in the dark*

- Button glows in the dark – easy to find at night
- Innovative, award-winning design
- Extra air flow & especially skin-friendly thanks to large air holes

16+
months

All 6+ soothers also available in 16+ size

Perfect



Skin
Soft™
Silicone

- Designed to reduce the risk of misaligned teeth
- The teat neck is 60% thinner & 4 times more flexible*
- Good for the skin thanks to large air holes

Perfect Night



Skin
Soft™
Silicone

glows in the dark*

- Button glows in the dark – easy to find at night
- Designed to reduce the risk of misaligned teeth
- The teat neck is 60% thinner & 4 times more flexible*

BPA°
BPS
free

*BPA/BPS free: All MAM products are made from materials free of BPA and BPS.

*On average: Between: 32–83% thinner/1.1–19.5 times more flexible than regular silicone soothers.

***Baby-safe material**

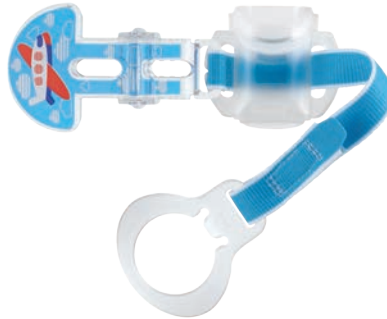
MAM Soother Accessories

Clip



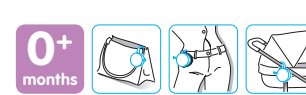
- Keeps soother clean & close at hand
- Fits all MAM Soothers & soothers with a ring handle
- Quickly fastened to summer & winter outfits
- Smart design enables one-handed use

Clip & Cover



- Cover for hygienic soother protection
- Fits onto all MAM Soothers
- Cover can be attached to the MAM Clip's leash

Pod



- Handy storage for 2 soothers
- Zip makes opening, inserting & closing practical and fast
- Easy attachment to handbag, belt or pram thanks to the hook & loop fastener

New Premium Accessories



Clip it!



0+
months



- Universal fit – compatible with all soothers, teethingers & toys
- Easy & safe length adjustment to fit individual needs
- Smart design enables one-handed use

Clip it! & Cover



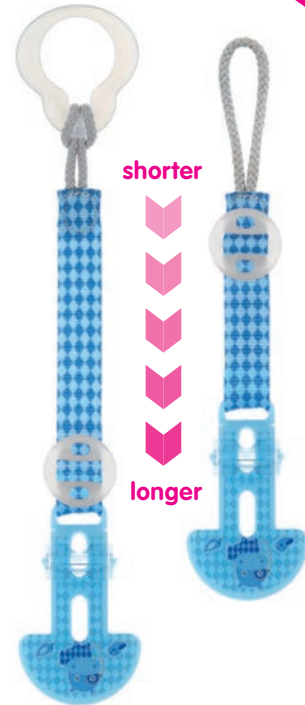
0+
months



- Fits onto all MAM Soothers
- Cover can be attached to the MAM Clip's leash
- Easy & safe length adjustment to fit individual needs

Length adjuster

adjust-
able



BPA°
BPS
free

°BPA/BPS free: All MAM products are made from materials free of BPA and BPS.

The MAM Principle

Parents are demanding. At MAM, we are too. That's why, for over 40 years, we've been developing products that are unique in design and function. Our products are the result of intensive teamwork between experts from medicine, research and technology. This enables MAM products to support the individual development of each child and make everyday life easier for babies. Every MAM innovation follows this principle. So parents can feel confident. And babies feel good.



Join the **MAM Club** at mambaby.com

We like to share our knowledge and experience with you in brochures like this one, on mambaby.com and with other members of our MAM Club. Discover the fabulous world of MAM and enjoy exclusive benefits and surprises.*

*Becoming a member of our MAM club has lots of advantages. You'll get exclusive access to information, news, promotions, competitions and services. Check out our monthly development calendar – sent via email – to let you chart the joyful experiences and development of your baby's early years.



You can find more products for every step your baby takes on mambaby.com



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Air 16+



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