

Sit & Sip Bottle™



hands-free feeding • saves time • health benefits • efficient

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Standard Bottle Feeding



1) Requires hand-holding
(up to 1 hr for each feeding x 6)



2) Fluid dripping into the ear with horizontal feeding



3) Vacuum effect with continuous sucking
(similar to drinking thin plastic bottled water)
•Negative air pressure
•Eustachian tube back flow; see next slide



6) Adults don't eat in a horizontal position, why should a baby?



5) Distressed baby



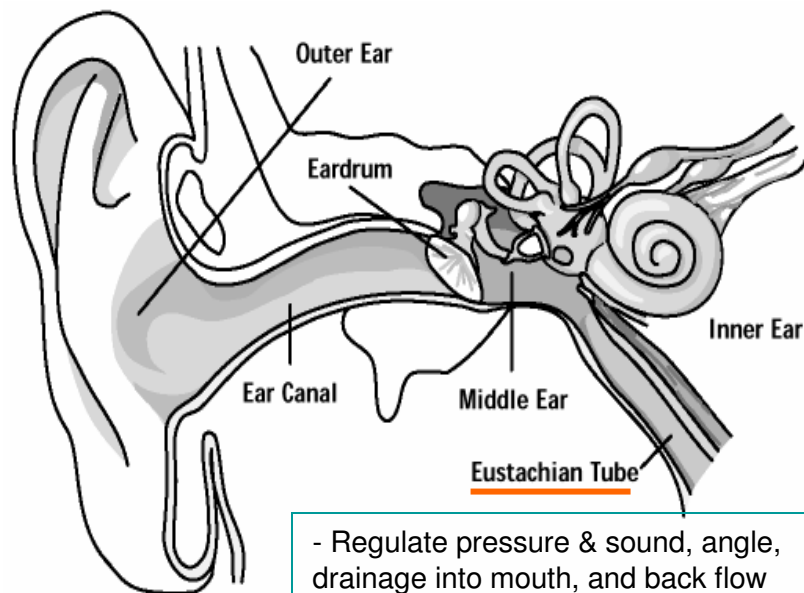
4) Ear infections & colic when air pressure builds up in inner ear or stomach

U.S. Ear Infections

Horizontal bottle feeding is a leading cause of ear infections*

- >10 million children treated annually
- >\$3.8 billion/year healthcare costs
- Other causes of ear infections: pacifier use, 2nd hand smoke, and allergies
- **Pediatricians recommend** bottle feeding in an upright position to reduce ear infections

* Source:
The CDC National Center for Health Statistics
American Academy of Pediatrics



>\$3.8 billion/year

Surgical treatments
(e.g., tympanostomy tube operation) – MOST SEVERE

Antibiotic prescriptions

Medical office visits

Parental time lost from work
LEAST SEVERE

Hands-Free Design Advantage

Hands-free apparatus is helpful with the frequent feedings

Smart, upright feeding is recommended by pediatricians

Food grade interior tube

- draws liquid from base
- reduces air intake during feeding
- helps reduce colic

Sit & Sip Bottle™



Food grade, flexible exterior tube

& **V**entilated design

- allows hands-free feeding in an upright position
- to help reduce ear infections
- to help reduce colic

Hands-free apparatus
Can convert standard bottles to a hands-free bottle



Hands-Free Benefits

Traditional Feeding:



- Relieves rigorous feeding schedule of 6 -8 feedings/day for initial 6 months (~1 hr / feeding with hand-held bottles; carpal tunnel; cleft palate from bottle propping; baby's strained neck)
- Working mothers' brief maternity leave
- Convenience
- Health benefits
- Efficient
- Compatible with breast milk & infant formula

Smart Feeding:



Hands-Free Convenience



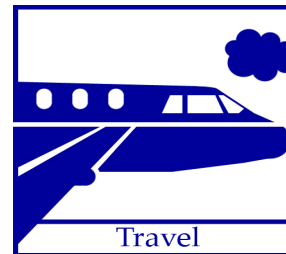
Travel & out-door
activities



In a car seat / stroller



Great for multiples



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