

MAM

mambaby.com

less colic:  
confirmed by  
**80%**  
of mothers<sup>1</sup>



**Helps to reduce air bubbles and colic.**  
Our MAM Easy Start™ Anti-Colic baby bottle with patented vented base.

Developed with experts ■ Independently proven ■ Clinically tested

That is MAM quality.



# MAM medical information

## Breastfeeding questions:

Paediatric specialists agree that breastfeeding is best for babies. However, for a baby to truly benefit, the mother needs to be relaxed and comfortable as well. There are sometimes reasons why breastfeeding does not work. Parents are often unsure whether bottle feeding can have the same qualities as a breastfeeding relationship.

## Traude Trieb, Midwife (Austria) on proper bottlefeeding:

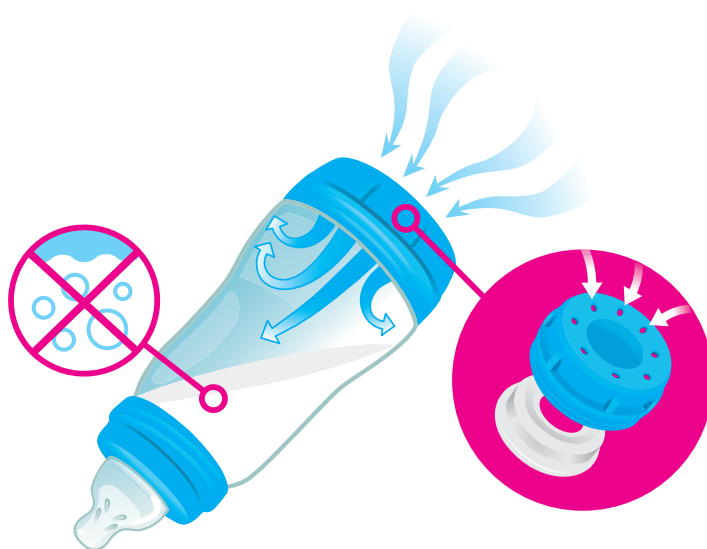
"Feeding with a bottle can be just as tender as breast-feeding. Intense physical closeness, eye contact, intimacy; that's what matters. Regularly changing sides when bottle feeding is in keeping with breastfeeding habits and activates the child's hand-eye coordination."



## Smooth drinking flow thanks to innovative Anti-Colic System.

Breast milk is the best for babies. Our MAM Easy Start baby bottle is a good alternative when it is not possible to breast-feed. **The patented vented base prevents the formation of a vacuum inside the bottle to ensure a smooth drinking flow. This significantly reduces the risk of colic, allowing babies to drink easily without becoming agitated.**

Our **MAM Teat with SkinSoft surface** also provides a familiar feel thanks to its silky soft structure. This makes drinking from the bottle a relaxing experience – for both babies and mothers. In market research studies it could be proven that 94% of babies accept our MAM bottle teat.<sup>2</sup>



## Study confirms: Better oxygen saturation thanks to our MAM Easy Start™ Anti-Colic baby bottle.

Dr. Alejandro Jenik tested the effects of the MAM Easy Start bottle system. The oxygen saturation (SpO2) and feeding efficiency were compared using a conventional bottle and our MAM Easy Start.

The study was conducted in an Argentine hospital with 34 premature infants. The infants were clinically stable and fed orally. During the study, they were fed twice a day: once with a conventional bottle and once with our MAM Easy Start. Expressed breast milk was used for both feedings.

**The outcome:** When using our MAM Easy Start bottle, the formation of a vacuum inside the bottle was prevented, providing sufficient oxygenation. This allows babies to maintain their behavioural organisation. **Also notable in the results were the SpO2 values. Thanks to the patented vented base of our MAM Easy Start bottle, these were significantly higher than those for conventional bottles.** This means that milk intake is increased while reducing the loss of milk. With its familiar feel and skin-like surface, the teat of our MAM Easy Start bottle also helps increase acceptance and comfort.<sup>3</sup>



Studies confirm that soothers and breastfeeding are well compatible.<sup>4</sup> According to the current WHO/UNICEF guidelines **"10 Steps to Successful Breastfeeding"**, hospitals should counsel parents on the use and risks of feeding bottles, teats and soothers.<sup>5</sup>

# MAM Easy Start™ Anti-Colic baby bottle: Scientifically proven effect.

The effect of our MAM Easy Start patented vented base was tested in cooperation with registered paediatricians in Austria through a field study conducted by Dr. Reinhold Kerbl, Dr. Bettina Lehner and Mr. Andreas Woppmann.

73 babies suffering from colic (avg. age 7 weeks) were included in the study. The parents used the MAM Easy Start to feed their babies for 6 weeks. The effect of the bottle on the frequency and duration of colic attacks was investigated. The possible influence of other methods (fennel tea, massage, homeopathic medicine, etc.) was studied in a multivariate analysis.

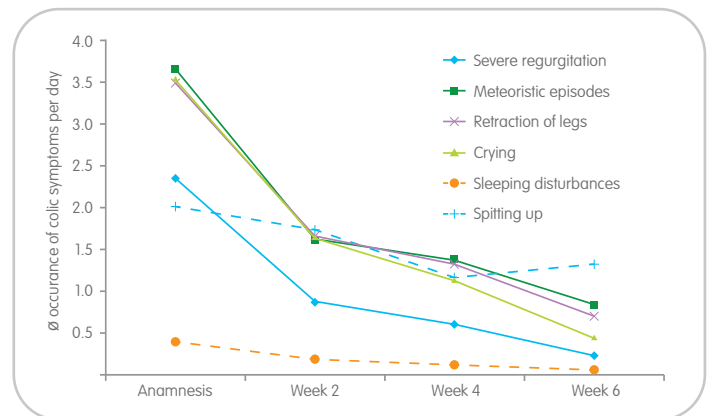
**The results:** After just two weeks with our MAM Easy Start, a significant **improvement was seen in colic symptoms ( $p < .001$ )**. The other treatment methods used could not explain this effect, with only 6.9% of those reported being attributed to them.



**Study director Dr. Reinhold Kerbl (Austria):**

"With the MAM Easy Start bottle, babies need to interrupt drinking less often and thereby swallow less air. This steady drinking flow helps reduce colic."

**After completing the study 79.3% of the parents stated that using our MAM Easy Start significantly reduced discomfort for their child.<sup>6</sup>**

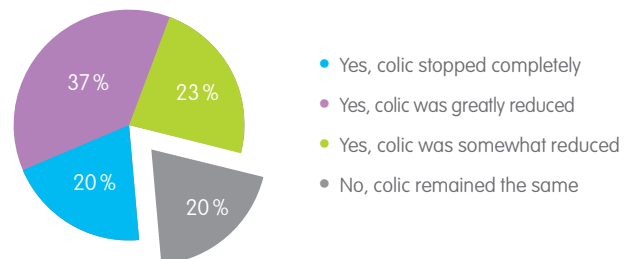


## Less colic: Confirmed by 80% of mothers

In a consumer study (USA, 2010) mothers - mainly users of other bottle brands - whose babies had symptoms of colic, tested our MAM Easy Start bottle with babies aged up to six months. After three weeks, the mothers were asked via a questionnaire about the influence of our bottle on their babies' colic.

**The outcome:** 80% of the mothers whose babies had symptoms of colic confirmed that there was an improvement or complete disappearance of symptoms.<sup>1</sup>

In a market research study (France, 2020), **10 out of 10 mothers stated they would recommend our MAM Easy Start bottle.<sup>7</sup>**



## Even drinking flow thanks to the vented base.

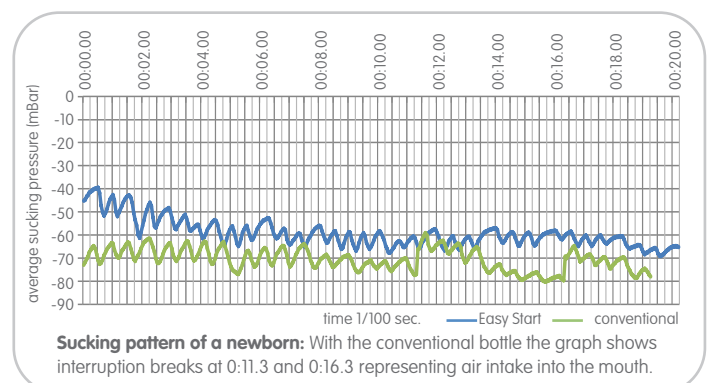
At the Graz Medical University (Austria), Dr. Raphael Schellnegger and Dr. Reinhold Kerbl conducted a study concerning the varied sucking patterns of different baby bottles. Our MAM Easy Start was tested along with other bottles that use a vented teat. As the graph shows, **the drinking flow with teat-vented bottles (green line) is far more erratic – the large jump in the sucking pressure value represents the**

**swallowing of air. The value distribution of our MAM Easy Start (blue line) shows a smooth and even sucking pattern.<sup>8</sup>**



**Study author Dr. Raphael Schellnegger (Germany):**

"Our study shows the differences between regular and base ventilated bottles. The drinking flow with the MAM Easy Start is clearly smoother."

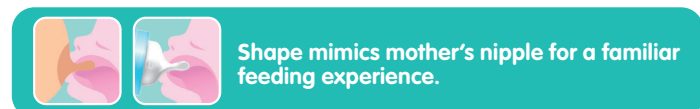


# MAM Easy Start™ Anti-Colic baby bottle: Unique thanks to its vented base, MAM Teat with SkinSoft surface and self-sterilising function.

- Our MAM Easy Start bottle has a **vented base** so babies swallow less air and drink in a completely relaxed way. Confirmed not only by scientific studies but also by 80% of the mothers.<sup>1</sup>
- Our innovative **MAM Teat** has a **SkinSoft surface** and a unique flat shape, simulating the mother's nipple during breastfeeding. This makes switching between breast and bottle feeding much easier. The teat is **accepted by 94% of babies**.<sup>2</sup>

- Our MAM Easy Start baby bottle is **self-sterilising**: with only a couple of steps required to easily achieve hygienic sterilisation.
- 10 out of 10 mothers like the easy cleaning and assembling process of our MAM Easy Start bottle.<sup>7</sup>

The International Children's Medical Research Society (ICMRS) commissioned microbiological testing of our MAM Easy Start – these tests confirm the effectiveness and functionality of the self-sterilising feature.



Shape mimics mother's nipple for a familiar feeding experience.

Teat 0	Teat 1	Teat 2	Teat 3	Spill-free	Teat X
0 months	0+ months	2+ months	4+ months	4+ months	6+ months

Age recommendation can vary depending on the individual drinking patterns.

## Self-sterilising in 3 minutes

With our unique self-sterilising function – ideal for on the go.

Ensures simple, safe bottle cleaning in the microwave.



OUR SELF-STERILISING FUNCTION SAVES UP TO 85% OF ENERGY & CO<sub>2</sub>.<sup>9</sup>



## Hortenzia Csiszár, Product Safety and Compliance Manager at MAM:

"Our extensive tests have shown that this sterilisation method provides satisfactory disinfection within 3 minutes in a home application."

## What the experts say:

Our MAM Easy Start is the result of intensive cooperative research. Numerous physicians and international experts from various speciality areas made a significant contribution to our innovation with their technical input and critical examination.

**Prof. Karl Zwiauer, Professor of Paediatrics, Neonatology and Paediatric Intensive Care Medicine (Austria) on the drinking flow of the MAM Easy Start bottle:** "With the MAM Easy Start bottle, babies rarely need to interrupt drinking. The combination of the vented base and soft teat ensures a smooth, even flow."

**Gabriele Stenz, Midwife, Verden (Germany) on the MAM Teat with SkinSoft surface:** "Thanks to its silky soft surface, babies accept the teat on the MAM Easy Start bottle right away."

**Patricia Mangold, Paediatric Nurse, Dortmund (Germany) about reducing colic with the MAM Easy Start bottle:** "Based on my experience as a paediatric nurse consulting for breastfeeding and crying babies, I highly recommend the MAM Easy Start as its use contributes significantly to reducing infant colic."

<sup>1</sup> Market research USA 2010, n=35 / Field study Austria 2011, n=73

<sup>2</sup> Market research 2009-2020, tested with 1,572 babies

<sup>3</sup> Jenik A, et al. Int J Pediatr. 2012;531608

<sup>4</sup> Jaafar SH, et al. Database Syst Rev. 2016; (8):CD007202

<sup>5</sup> WHO. Geneva: World Health Organization. 2018; Licence: CC BY-NC-SA 3.0 IGO

<sup>6</sup> Lehner B, et al. Evid Based Child Health. 2011 6 (Suppl. 1):75. (Poster, Europeadiatrics Congress)

<sup>7</sup> Market Research, France 2020, n=125

<sup>8</sup> Schellnegger R. Sucking pattern of bottom-vented feeding bottles. 2010. (Study at the Graz Medical University)

<sup>9</sup> Global product Carbon Footprint study, Austria 2013, conducted by denkstatt

## Our MAM Easy Start™ Anti-Colic baby bottle is available in 4 sizes:

MAM has been supporting babies in their individual development for more than 40 years.



Easy Start 130ml



Easy Start 160ml



Easy Start 260ml



Easy Start 320ml



All MAM bottles are made from materials free of BPS and BPA (BPA Free in accordance with Regulation (EU) No.321/2011.)



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