



difrax
Let's Grow




FOREWORD

Whether you are a first-timer or an experienced parent, having a child is always an exciting, life-changing experience. At this crucial time, help and advice is always welcome. Difrax understands this only too well. For over forty years, our Dutch family business has been producing fun, useful, beautiful and above all safe products for babies, toddlers and young children. Using input from consumer panels, a medical panel and market research professionals, we strive to create better products. For instance, after three years of intense research, working with a panel of medical experts, we have produced a female-friendly breast pump. I am tremendously proud of the result! For more information about this product, please turn to page 6.

This little booklet contains information about Difrax products, which we hope will help you to choose the right product for your child. On behalf of all of Difrax's employees, I would like to take this opportunity to wish you and your child lots of happiness and fun!

Vivienne van Eijkelenborg
Managing Director of Difrax



Products developed in collaboration with a medical team

Difrax has created its products based on medical research, supported by a medical panel; the panel consists of a paediatrician, dentist, speech therapist, child rehabilitation doctor, and a lactation expert.

In addition to this panel of experts, Difrax also has a consumer panel, which informs Difrax of the needs of parents. This lays the foundation for a new product development cycle.

Difrax sets very high standards, and launches up to five innovations a year. The panels provide the impetus behind the creation of new products. Over the years, the 'knowledge centre' has amassed a wealth of information, which Difrax has turned into a series of books aimed at parents.





BREAST PUMP

TIP

Make sure that you are relaxed when you are expressing your milk or when breastfeeding. That makes it easier to get your milk production going.

BREASTFEEDING = BETTER

Breastfeeding is the best start for your baby. Research shows that children who are breastfed are less often and less seriously ill than children who were never breastfed. Breastfeeding also offers protection against allergies. Fortunately, though, if breastfeeding does not progress as expected, or if you prefer to bottlefeed, there are excellent alternatives.

Although many women start breastfeeding after giving birth, research has shown that the majority of women stop breastfeeding at the end of their maternity leave, and switch to bottle feeding. This is a pity, especially as there are ways to provide expressed breast milk to baby.

According to research conducted by the Dutch independent market research agency Blauw Research, 45% of women stop breastfeeding sooner than they had intended, on average around one and a half months earlier. Because women have to breastfeed in private, 31% of women feel isolated from their social environment when breastfeeding. In addition, 24% of women find breastfeeding devices noisy.

All the more reason to develop a breastfeeding device that meets the requirements and expectations of women. After three years of intense research, Difrax has developed an electric breast pump. The BtoB breast pump was developed in partnership with a team of medical experts, including lactation consultants and paediatricians. Worn discreetly under clothing, the breast pump is quiet and unobtrusive, finally giving women the opportunity to breastfeed for longer.

BtoB Breast to Baby
de vrouwvriendelijke kolf

Compact

Quieter* &
unobtrusive

Handsfree
& discrete

Adjustable
settings

tubing is easy to clean*

Two-phase
breast pump

Hands-free breastfeeding

The compact Difrax BtoB breast pump has a female-friendly design. Worn discreetly under clothing, the breast shield is unobtrusive, and allows you to see the quantity of breast milk expressed.

The Difrax BtoB breast pump is efficient, quiet and easy to operate.
Product no. 611

Can be battery-
powered and
mains-operated

* To see the research results, please visit www.btobkolf.nl

ACCESSORIES



BtoB breast pump bag

Handy and stylish bag for your portable

BtoB breast pump. The cooling elements ensure that the expressed milk is protected from germs. Special separate compartments for the breast shield, pump and tubing.

The bag has a trendy look, making it ideal for when you are out and about with your baby.

Available with or without BtoB breast pump. Can also be used as a nappy bag. **Product no. 614**

Breastmilk storage bags

Sealable, pre-sterilised bags for storing and freezing expressed breast-milk. Each bag has a leak-proof, easy-to-close zipper seal. The special gusseted bottom allows the bag to stand upright. Includes stickers to mark the content and the date that the milk was collected.

Product no. 613



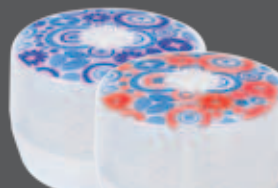
BtoB breast compresses

Soft and comfortable breast compresses collect the breast milk that is leaked. The ultra-thin, absorbing core protects against leakage. The top layer

is breathable and permeable. The adhesive strip on the outside ensures that the compress remains in place. **Product no. 612**



HYGIENE



With temperature indicator print

Microwave steriliser

The Difrax microwave steriliser kills harmful bacteria in a matter of minutes. The steriliser has a generous capacity, and can sterilise up to four baby bottles. Special design features include a lid with temperature indicator, heat-resistant handles and a clamp that ensures the elements remain upright.

These features make it safer and easier than ever before to sterilise baby bottles, soothers and accessories. Fitted with a special connection to BtoB sterilise breast pump tubing even faster. **Product no. 968**



100%
Baby safe

PARABENS
FREE

Soother cleaning wipes

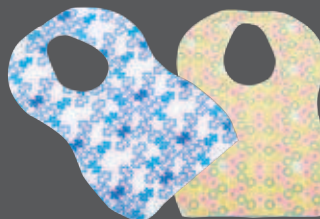
Odourless and flavourless cleaning wipes, especially designed to clean products that have come into contact with baby's mouth, such as soothers, teats and (teething) toys.

The disinfecting wipes kill bacteria, contain no preservatives and are alcohol-free.

Product no. 459

Steriliser egg

Sterilises soothers hygienically and easily in the microwave. **Product no. 969**



Disposable bib

Handy, disposable paper bib with crumb catcher. **Product no. 460**



BOTTLES

TIP

Even when the **S**•bottle is nearly empty, you don't need to raise your arm or lower baby's head. The ergonomic **S**•shape allows you and your baby to maintain the same relaxed sitting posture.

THE S•BOTTLE

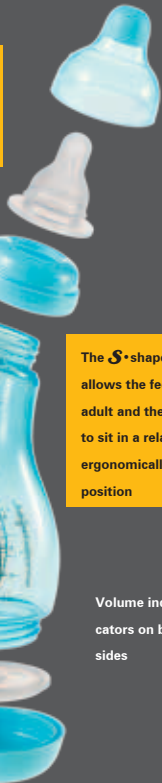
Non-spill measuring cap. Handy for measuring left-over milk and for using with cup feeding

Teat with soft finish feels like the mother's breast and enables baby to get a better grip when sucking

The S-shaped design encourages baby to lie in the recommended, natural, curled position, which also increases eye contact

The valve prevents a vacuum being created when the baby sucks, ensuring a constant flow of milk and less trouble with burping, vomiting and colic

Unscrewable base; easy to clean and easy to fill with breast milk frozen into cubes



The S-shaped design allows the feeding adult and the baby to sit in a relaxed, ergonomically sound position

Volume indicators on both sides

The best bottle, also in combination with breastfeeding

It is now the most popular baby bottle in the Netherlands: the S•bottle. Not only because it comes in lovely colours, but also because of the special way it works. This smart bottle can be used from birth and is ideal for combining breastfeeding and bottle-feeding. The unique S•shape means that the teat is always full of milk, and so your baby has less trouble with colic, burping and vomiting. Thanks to the unique valve in the base, no vacuum is created when baby sucks. This ensures that your baby can feed undisturbed and sleep longer and more peacefully afterwards.

Better for mum and dad!

The S•bottle does not only have benefits for your baby. It is also the first baby bottle to take into consideration the person giving the feed. The S-shaped design allows the feeding adult to sit in an ergonomically sound, relaxed position. There is less strain on the back and shoulders.

Extra check

Pour left over milk from the bottle into the cap and you can see exactly how much your baby has not drunk. This is especially useful for checking the volume of feed taken by newborn and premature babies.



TIP

Freeze expressed breast milk in cubes. It's easy to put frozen breast milk cubes into the S•bottle through the base and then to warm it up with a bain-marie in a pan of hot water or bottle warmer.

BOTTLE WITH A HOLE?

OVERVIEW OF ALL THE S•BOTTLES



Product no. 705 S•bottle 170 ml

Narrow neck, fits on the Medela breast pump



Product no. 706 S•bottle 250 ml

Narrow neck, fits on the Medela breast pump



Product no. 707 S•bottle 310 ml

Wide neck, fits on the AVENT breast pump



S•bottle UltraS,
Product no. 715, 716, 717



All Difrax bottles are BPA-free, this can be identified by the blue BPA-free logo.

As soon as your baby can sit up and likes to hold the bottle himself, you can move on to the easy grip bottle. Because of the hole in the middle, the easy grip bottle has narrow sides that are very easy for little hands to hold. Thanks to the valve in the base, no vacuum is created when baby sucks and so your baby does not swallow any air. As with the S•bottle, this means that babies have less trouble with colic, burping and vomiting.

Product no. 194, 170 ml and Product no. 193, 240 ml



WHICH TEAT DO I CHOOSE?

There are different teats to suit different babies. That is why Difrax has a wide range of silicone teats. Which you choose depends not so much on the age of your baby, but on how hard he or she sucks. Difrax has chosen to make its teats from silicone. Silicone is odourless and flavourless, and easy to boil. What's more, there is no risk of latex allergy.

Soft

The special soft finish on our teats helps your baby to get a better grip when sucking.



"All Difrax bottles are supplied as standard with a soft small cherry teat."

TEATS TO SUIT EVERY BABY

Cherry teat soft

Product no. 671 cherry small • Product no. 672 cherry medium
• Product no. 673 cherry large

The round teat shape resembles the nipple and is familiar, so babies quickly and easily get used to drinking from a bottle. These teats fit on bottles with a narrow neck (170 ml and 250 ml).

Wide cherry teat soft

Product no. 675 wide small • Product no. 676 wide medium •
Product no. 678 wide large

The wide neck teat in cherry form is an extra wide, soft silicone teat that resembles the mother's breast, making it easier to combine breastfeeding and bottle-feeding. These teats fit on the **S**•wide neck bottle (310 ml).

Dental teat

Product no. 694 dental small • Product no. 695 dental medium •
Product no. 696 dental large

The dental teat is for babies who tend to swallow the wrong way and babies who suck hard. The flat shape and hole on the top of the teat prevent the uvula being irritated, and ensure the feed is distributed better in the mouth before it is swallowed. These teats fit on bottles with a narrow neck (170 ml and 250 ml).

Different sizes

- Small: For normal drinkers from birth or for fast drinkers. (Thin feeds)
- Medium: From 3 months, or if your baby drinks too slowly from a small teat. (Thin and thick feeds)
- Large: From 3 months, or if your baby drinks too slowly from a medium teat. (Thick feeds)

1-2-3 Variflow teat soft

Product no. 674 Variflow teat cherry • Product no. 677 Variflow teat wide

The Variflow 1-2-3 teat allows you to control the flow of feed and how fast your baby drinks. So you can adjust the speed of flow to how hard your baby sucks. You can even change it during the feed. Setting 1 lets less feed through than setting 3. Start with 1 when your baby is thirsty and sucks hard, and finish the feed

with 3 when he is tired. Twist it until the right number is under baby's nose. Use the specially designed Variflow 1-2-3 ring to change settings easily.



SOOTHERS

TIP

If your baby sleeps with a soother, he is less inclined to turn onto his tummy, which reduces the risk of cot death.



THUMB-SUCKING OR A SOOTHER?

Many babies don't only want to suck during a feed, but also when they are drunk enough. Many babies simply have a strong need to suck. They often stick their own thumb or fingers in their mouths to suck on. The disadvantage of thumb-sucking is that it can have a harmful effect on the shape of the mouth and the development of the teeth.

What's more, it is easier to wean a child off sucking a soother than sucking its thumb. You can decide whether or not to give your child a soother and when to give it, and also when to take it away (for example, when your child is asleep or playing). Tips can be found in the Giving Up the Soother Book.

More info can be found on page 36.

UNIQUE

Stimulates the proper development of the jaw and mouth

Flavourless and odourless

Special shape leaves the nose free

Easy to clean

Teat is made of soft, transparent silicone material

The holes allow extra air circulation, which also prevents skin irritation

Better for teeth than thumb-sucking

Developed in collaboration with dentists



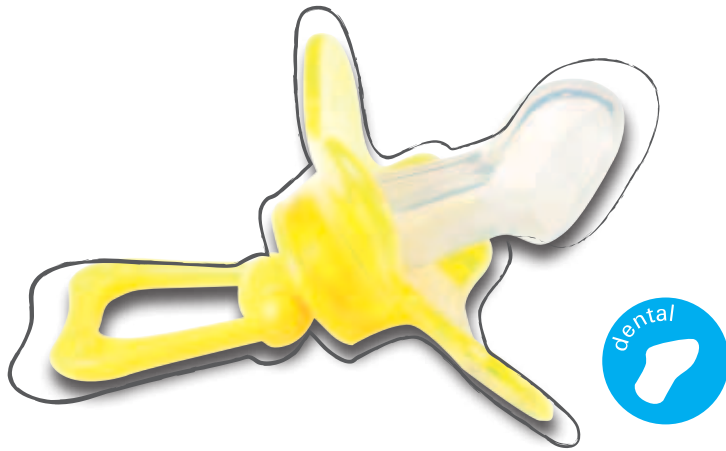
"The special butterfly shape allows sufficient air to pass under the shield, which prevents skin irritation"

DENTAL OR COMBI?

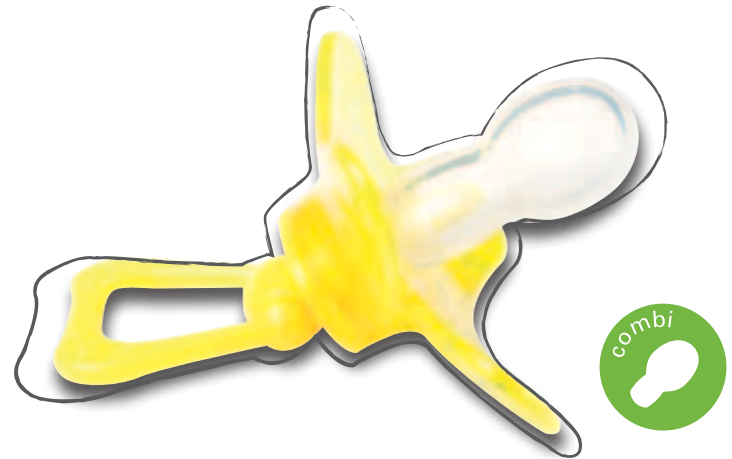
What we are referring to here is the teat of the soother.

Difrax has two types, the Dental and Combi models.

Every child has his or her own preference for a particular type of soother.



Stimulates the development of the palate and the muscles of the jaw and mouth. The round part of the teat (sucking part) rests against the palate and the tongue presses against the flat side.





Resembles the nipple, which makes it suitable for combining with breastfeeding. The teat of the Combi soother is round, and so it does not have a top and bottom.

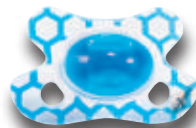
WHICH SOOTHER DO I CHOOSE?

Difrax has the right soother for children of every age. There are now so many different types of soother that it is understandable that you don't always know which type is suitable. The table will help you to see precisely which soother is the right one for your child. Replace your soother and bottle teats every six weeks. Check the teat *every day* you use it by giving it a firm pull. Is it damaged? If so, replace the teat immediately.

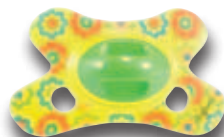


Age	 DENTAL - Stimulates the development of the palate and the muscles of the jaw and mouth.	 COMBI - Resembles the nipple. Suits babies who can turn the soother round in their mouths themselves.
-2 to +2 months small shield, small teat for premature and newborn babies	Newborn dental -2/+2 M Product no. 796	Newborn combi -2/+2 M Product no. 113
0 - 6 months medium shield, medium teat	Mini dental 0 - 6 M Product no. 799	Mini combi 0 - 6 M Product no. 123
6 - 12 months, with ring large shield, large teat	Dental 6+ M Product no. 800	Combi 6+ M Product no. 127
12 - 18 months, with ring large shield, large semi-solid teat.	Dental semi filled 12+ M Product no. 346	Combi semi filled 12+ M Product no. 804
18+ months, with ring large shield, large solid teat	Dental extra strong 18+ M Product no. 342	Combi extra strong 18+ M Product no. 802

A WIDE RANGE OF SOOTHERS



Newborn -2/+2 M
For premature and newborn babies.



Mini 0 - 6 M
For newborn babies up to 6 months.



6 - 12 M
For babies aged 6+ months.



Semi-filled 12 - 18 M
For children aged 12+ months.



Extra strong 18+ M
For children aged 18+ months.



TIP

Order a soother with your child's name engraved on it. A wonderful maternity gift, and also useful in the day care centre! Now you can be certain that your child is using his or her own soother hygienically.
www.difraxshop.com





CUPS

TIP

Teach your child to drink from a cup or training cup from about six months, so that he or she picks up new sucking and swallowing movements. Difrax has a complete range of cups, in order to make the move from bottle to cup as easy as possible. This range of cups was also developed in collaboration with a paediatrician and a speech therapist.



Product no. 704 Non-spill cup with soft spout 250 ml 6+M

First step in the move from bottle to cup



Product no. 702 Non-spill cup with hard spout 250 ml 6+M

Second step in the move from bottle to cup.



Product no. 1010 Non-spill cup with straw 250 ml 9+M

With unique non-spill system in the straw

OVERVIEW OF ALL OUR NON-SPILL CUPS

The Difrax cups

Difrax cups are skittle-shaped, which encourages a natural drinking position. The shape, babies don't then have to bend their necks so far back, so they can drink more easily and do not strain their neck muscles.

Non-spill system

The non-spill cups with soft and hard spout incorporate a non-spill system. This system consists of a valve with two settings: slow (for slow drinkers or thin drinks) and fast (for fast drinkers or thick drinks).



The water drains out into the dishwasher through the two small holes

Ridges for extra grip when screwing and unscrewing

Can be used with and without handles



Spout located close to the edge, so that the neck is not strained

Because the cups are skittle-shaped, the drink flows horizontally to the spout, ensuring that children don't then have to bend their necks so far back

Developed in collaboration with a speech therapist

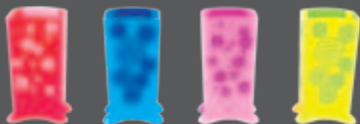
LEARNING TO DRINK



Product no. 725 Deluxe

Juice box holder 12+M

Handy at home and when travelling. The sturdy juice box holder! Stops your child squeezing the cartons and causing the drink to spurt out and make a mess! Suitable for 200 ml juice cartons.



Product no. 703

Training cup 12+ M

This cup makes it easier for young children to learn to drink from a cup. Thanks to the cutaway for the nose, the cup encourages the right posture when drinking, as the child can drink with his head up straight instead of bending backwards, making it easier to swallow. The transparency of the cup and the cutaway for the nose allows you to see how your child is drinking.





Beads soother cord

Handy cord to which you can attach a soother. The other end is attached to your child's clothing.

This ensures that your child will not lose the soother, and that the soother does not fall to the ground, keeping it hygienic. **Product no. 967**

Especially for girls, also available with little hearts: little hearts soother cord **Product no. 980**

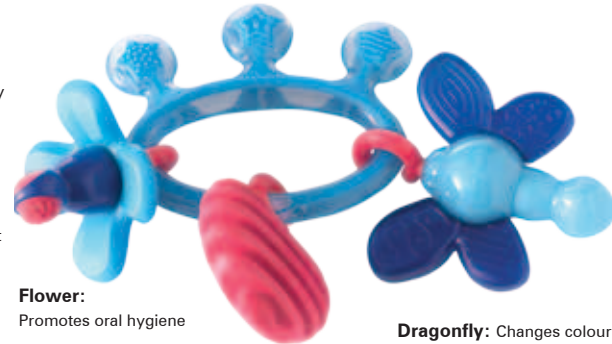
ACCESSORIES

Crown teething ring

This cheerful crown teething ring is fun for your child to play with, and also aids the development of the jaws and care of the mouth.

The teething ring is made up of different toys, which can be detached from the crown.

Product no. 395



Flower:

Promotes oral hygiene

Heart:

Softens the gums

Dragonfly: Changes colour when cooled and relieves teething pain

Bottle brush

Because of its shape and the material it is made of, this bottle brush is ideal for cleaning

baby bottles. On the outside, there is a small brush for cleaning teats.

Product no. 544



Three-compartment dispenser

The three-compartment dispenser allows you to measure out three feeds at home - for example, milk formula, baby rice or other cereal - and store them hygienically for travelling. The spouts on the dispenser fit onto any Difrax bottle, making it easy to pour the formula into the bottle. Each compartment holds up to 9 scoops of milk formula.

Product no. 668





The Handy Guide to Breastfeeding

The Handy Guide to Breastfeeding is a cheerful, no-nonsense book packed with useful information, tips and interesting facts for (expectant) mothers who want to know everything there is to know about breastfeeding. This attractively designed book takes an inspired approach to breastfeeding, and is a reliable and practical reference guide. Written by two lactation consultants, the information contained in the book is drawn from years of experience and professional practice. The book also

contains a chapter in which mothers share their experiences of breastfeeding. The book is interspersed with fun tips, interesting facts about other cultures, lists of useful addresses, iPhone apps, a bibliography and links to websites. The Handy Guide to Breastfeeding is a multi-faceted book that combines facts with fun.



The Giving Up Your Soother Book

This 15-day stop plan weans children off their soother through activities and games. Soo Soo the soother fairy offers supporting tips. Let your child send off his or her last soother to Soo Soo and he or she will receive a free soother mouse and certificate.

See the terms and conditions in the book.



All of these books can be downloaded for free. www.difrax.com

Coaching and guiding books

Books to support parents in nurturing their child's healthy development. Children are stimulated through the adventures Kate and Kevin, and the last section of each books has been written especially for parents by medical experts.



The Eat Well Dinner Book

Through the adventures of Kate and Kevin, and the tips of MiMi the food fairy, children are taught how to eat and enjoy their food. The book contains fun stories to read aloud to children, activities for the children to do, a taste-something-new plan, and reward stickers.



Extra motivation

The Difrax Eat Well dinner set completes the method to teach children to enjoy food. The Eat Well dinner set consists of a place mat, a musical plate that lights up, cutlery, a star-point reward system, and a Magic Toadstool with a secret compartment in the base. **Product no. 493**



The Clean Teeth Book

This book takes a fun and playful approach to teaching young children to take good care of their teeth. The book contains fun stories to read aloud to children, activities for the children to do, a clean teeth calendar and even a tooth-brushing certificate.



The Dry Pants Book

In the book, PeePee the toilet fairy teaches children aged three and up to wee and poo in a potty and on the toilet become toilet trained through play. Contains a day-time and night-time calendar and stickers.



The Yawn Yourself to Sleep Book

The most exhausting learn-to-sleep-well book, complete with sleep-in and sleep-through calendar.



Parents want everything they put into a baby's mouth to be safe, clean, and clear. That's why some of the leading manufacturers of infant care products, like Difrax, are using Eastman Tritan™ copolyester to make tough reusable baby bottles and infant care products. Here are a few of the advantages of infant care products made from Tritan™ plastic that are important for feeding products that demand cleanliness and safety for your child:

- The plastic is very tough, even if your baby sends a bottle flying, it will not break or damage.
- Eastman Tritan™ copolyester is made without Bisphenol-A (BPA-free).
BPS-free (Bisphenol Sulfone-free)
EA free (Estrogenic Activity-free)
AA free (Androgenic Activity-free)
- The plastic will maintain its glass-like clarity, even when exposed many times to the high heat in your dishwasher.
- Fresh flavors of foods come through; the plastic does not add any taste.
- The food or drink does not leave any odor or stains to the product.
- Tritan™ can be sterilized by numerous sterilization techniques.
- Also very practical and convenient is that it can be frozen to store baby food/breast milk for later use.

COLOPHON

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Jade, Jill & Raoul
Luca, Vanity & Chris
Kaitlin & Dajon
Tuur, Lily, Simone & Ilona
Vienna & Miranda
Colinde & Jullière

Return this card to us, and stand a chance to win a Difrax pack worth €150.00

Name:

Address:

Postcode and place:

Country:

E-mail address:

I found the Difrax brochure at:

- the Zwangerkadoos gift box (Felicitas) the chemist
- the specialist baby store a trade show
- Happy Mama (Belgium) the pharmacy
- other, namely:

I do not wish to receive any news updates from Difrax

No correspondence regarding the results of the draw will be entered into.

Employees of Difrax B.V. are not eligible for entry.

www.difrax.com

Difrax B.V.

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INCLUDE
SUFFICIENT
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