

TOLLYJOY BABY PRODUCTS PTE LTD

Company Registration. No.: 199000729H
29 Changi South Street 1, Changi South Industrial Estate. Singapore 486771.
Tel : (65)-65426988 Fax : (65)-65458737
Email : feedback@tollyjoy.com.sg Website : <http://www.tollyjoy.com.sg>



Tollyjoy Introduces All New Anti-Bacterial Feeding Bottles

Anti-microbial Nano Silver (Ag+) technology prevents 99% bacterial growth

Anti-wind nipple with unique air vent helps prevent colic and flatulence



Singapore – Babies transitioning from breast to bottle feeding now have the added protection against milk contamination with the all-new *Anti-Bacterial Feeding Bottles* from Tollyjoy Baby Products, featuring Anti-microbial Nano Silver (Ag+) technology that prevents up to 99% of bacteria growth.

Making bottle-feeding more hygienic and comfortable for babies, each bottle is fitted with Anti-Wind Feeding Nipple that has a unique valve system, which self-regulates the air pressure within the bottle, to reduce air ingestion during feeding. This allows liquids to flow easily while minimizing the occurrence of common feeding problems such as colic, tummy discomfort and flatulence. Its soft silicon nipple has been specially designed to emulate the mother's breasts to help the feeding transition with an easy grip arched bottle shape for babies to grasp with their tiny hands.

Committed to offering products that are safe and reliable, Tollyjoy's new *Anti-Bacterial Feeding Bottles* have been made with Food Contact Grade Polypropylene (PP plastic), which is BPA-free superior quality plastic. The product is also phthalate-free, assuring that the baby's food does not come in contact with any chemical plasticisers. The product conforms to the OECD 432 Test for Oral Toxicity, the European Standard Test EN14350-2 for chemical safety usage, the US Consumer Product Safety Commission (CPSC)'s standards for phthalates content and ISO testing standards for anti-microbial activity.

Tollyjoy's new *Anti-Bacterial Feeding Bottles* come in four different sizes and designs for parents to choose from according to their usage and function: the Standard Slim Neck Bottle 180ml is available at a recommended retail price of \$8.90; the Standard Slim Neck Bottle 270ml at \$9.90; the Wide Neck Bottle 160ml at \$10.90; and the Wide Neck Bottle 240ml at \$11.90.

Designed specifically to fit these *Anti-Bacterial Feeding Bottles*, additional Anti-Wind Feeding Nipples are available as twin packs at a recommended retail price of \$4.30. They come in four different sizes – 'S' for newborn to 3-month-old babies, 'M' for 3 to 6-month-old babies and 'L' and 'X-cut' for babies 6 months and above.

About Tollyjoy Baby Products Pte Ltd (Tollyjoy)

Tollyjoy Baby Products Pte Ltd (Tollyjoy) is a leading provider of reliable, durable and value-for-money mother and baby care products. Incorporated in 1971, it remains the only home grown Singapore brand of its kind with an unrivalled comprehensive range of more than 250 products across different categories. These include Baby Hygiene, Baby Wear, Baby Play, Baby Bedtime, Baby Groom and Baby Gift and Mom's Needs.

Tollyjoy has demonstrated consistent growth over the past 40 years and has a regional footprint that extends across Malaysia, Indonesia, India, Brunei, Bangladesh, Maldives and Myanmar where it develops and markets products under its *Tollyjoy* and *Little Precious* brands. These are available in leading departmental stores, supermarkets, hypermarkets and baby specialty stores across the region.

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For more information, contact:

Lakshmi. K. S / Janice Loh
Dunbar•Jones & Associates
1 Goldhill Plaza
#03-45 Podium Block
Singapore 308899
Tel: (65) 6356 2830
Fax: (65) 6254 8971
Email: lakshmi@dunbarjones.com.sg
jloh@dunbarjones.com.sg