

The award-winning self warming baby bottle just got better!

Submitted by: Yoomi

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Yoomi, the creators of the UK's first self warming baby bottle, has just launched a new addition to their award winning feeding range... the yoomi charging pod.

Using groundbreaking patented technology, the yoomi pod allows existing yoomi warmers to be recharged in the microwave in just 2 minutes, making recharging simpler and quicker for parents.

On the shelves since 2009, yoomi provides an ideal solution to quickly warming baby's milk to the perfect temperature whether it be in the car, on a plane, out for lunch.. or on holiday! This is a truly innovative feeding system which can be used quite literally anytime, anyplace, anywhere!

No longer will you have to stumble around the kitchen for the night time feed or wait for the waiters to bring you some boiling water. At the touch of a button, this bottle and warmer in one, will warm your baby's feed to breast milk temperature in just 60 seconds - making life just that little bit easier!

The pod now comes as standard with all feeding systems, making yoomi the ultimate baby bottle - quick, convenient and stylish. Recognised by The British Library as one of the 'Top 15 Inventions of the Decade' and the winner of two Gold Loved By Parents awards for 'Best Bottle' and 'Most Innovative Feeding Product', yoomi really is a product that every parent should know about.

The best bits about yoomi...

- * easi-latch™ teat: thanks to its natural breast-shaped and super-soft silicone teat which allows for a breast-from-breast experience
- *transition sorted: thanks to the consistent breast-milk temperature feed provided by yoomi, babies have the familiarity they need to support weaning from breast to bottle
- *reduced likelihood of colic: with its 6 anti-colic vents (most bottles have 4) yoomi allows for a more comfortable feeding experience for babies
- *easy pouring and mixing: yoomi's unique, wide-necked bottle makes pouring and mixing simple – as well as clean and tidy!
- * convenience, always: being suitable for both expressed breast-milk and formula, and ideal for either combination or bottle feeding means yoomi supports all parents baby feeding needs
- *safe: yoomi only warms milk as your baby drinks, giving bacteria less time to breed. And of course, the yoomi range is 100% BPA free meeting the highest safety standards
- * all you need: the yoomi bottle can be used on its own or with a yoomi warmer and all yoomi bottles, teats and warmers are interchangeable across the range.

Jim Shaikh, the inventor of yoomi commented: "we designed and developed yoomi to help make life easier for parents like us: to take the stress out of feeding – we're thrilled that so many parents think we got it right... one mum went so far as to say that yoomi changed her life! We hope the yoomi pod can continue to give the same level of support by improving the usability of the product."

The yoomi pod launched with the exclusive retail partner Mamas & Papas

(<http://www.mamasandpapas.com/search/?query=yoomi>) on 1st June 2012. Yoomi is also available at Mothercare, Boots, Amazon and also online at www.yoomi.com (<http://yoomi.com/>)

For retail enquiries, contact Baby Brands Direct

(<http://www.babybrandsdirect.co.uk/pd/yoomi-distributor/yoomi-bottles-and-accessories/4077/yoomi-8oz-bottle-pod-warmer-wi>)

Notes to Editors:

For more information or to request images, please contact Abbie Crofts on abbie@yoomi.com or 0208 853 9835

Recent awards yoomi has won:

- Loved By Parents – Gold in both Best Bottle and Best Innovative Product 2012
- Loved By Parents - Gold in both Best Travel Item and Best Bottle 2011
- Practical Parenting – finalist for Best Bottle/Teat 2011
- Concours Lepine – Award Silver Medal 2011 (France)
- Tots To Travel – ‘Feeding’ award finalist 2011
- Fathers Quarterly – Top Gear Award 2010
- Bizzie Baby – Silver Award 2010/11
- Mother & Baby – Silver Award for Best New Innovation 2010/11
- One of the ‘Top 15 inventions of the decade’ – British Library, September 2010

The technology:

The yoomi warmer, which contains the same gel used in hand warmers, is activated by simply pressing the orange button. By using a clever ‘phase change’ material (meaning it changes from a liquid to a solid) yoomi generates heat. The cold feed is gently warmed as it flows through the specially designed channels on the outside of the warmer. By the time the feed reaches the teat, it is at natural breast milk temperature (32-34C). The warmer has been cleverly designed so that it cannot overheat the feed and stays warm for up to an hour.

Product range and pricing:

The fantastic news about the launch of the yoomi pod is that it comes at no extra cost. Can also be purchased separately.

o yoomi bottle (with slow flow teat) – 5oz RRP GBP 7.50 / 8oz RRP GBP 8.50 (use it with or without the warmer)

o yoomi bottle, warmer & pod (with slow flow teat) – 5oz RRP GBP 22.50 / 8oz RRP GBP 23.50 – now comes with a pod as standard – at no extra cost!

o yoomi warmer & pod – RRP GBP 16.00

o yoomi teats (pack of 2) in slow, medium or fast flow – RRP GBP 4.50

o yoomi pod – RRP GBP 9.99 when sold separately

About Jim Shaikh:

Jim Shaikh is an entrepreneur and Managing Director of yoomi Ltd. Jim completed a Masters in Engineering at Imperial College (1988) before obtaining a PhD from Cambridge University (1993). Initially an academic, Jim quickly moved into mainstream engineering with Rover-BMW and then into consulting engineering. He completed an MBA at London Business School (2003) and was bitten by the entrepreneurial bug when awarded first prize at the LBS Entrepreneurship Summer School. Jim is married to Farah, a lawyer, they have two sons, Danial aged nine and Niall aged four, and live in South East London, UK.