



Easy Start™ Anti-Colic



Helps to reduce colic and discomfort

Our innovative bottle with patented vented base supports a steady & smooth drinking flow



- Developed with experts
- Independently tested
- Clinically proven

FIND OUT MORE:



MAM Med-Info

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

Austrian midwife Traude Trieb on proper bottle feeding:

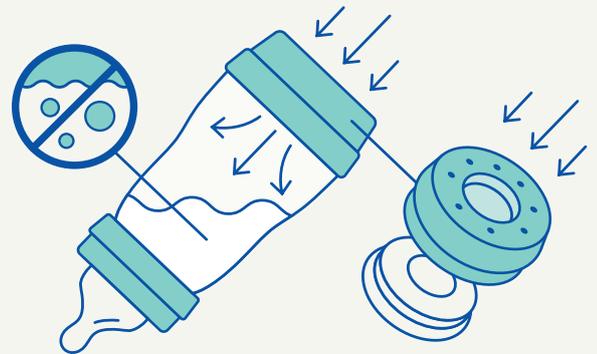
“Feeding with a bottle can be just as tender as breastfeeding. Intense physical closeness, eye contact, intimacy; that’s what matters. Regularly changing sides when bottle feeding is in keeping with breastfeeding habits and activates the child’s hand-eye coordination.”



Smooth drinking flow thanks to innovative Anti-Colic System

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

Our **MAM Teat with SkinSoft Silicone™ surface provides a familiar feel** thanks to its silky soft structure. This makes drinking from the bottle a relaxing experience – for both babies and parents. It was proven by market research studies that 94% of babies accept our MAM bottle teat.¹



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

Study confirms: Better oxygen saturation thanks to our MAM Easy Start™

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.

Results:

When using our MAM Easy Start, 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, these were significantly higher than those for conventional bottles.** This means that milk intake is increased while reducing the loss of milk.² With its familiar feel and skin-like surface, the teat of our MAM Easy Start also helps increase acceptance and comfort.¹



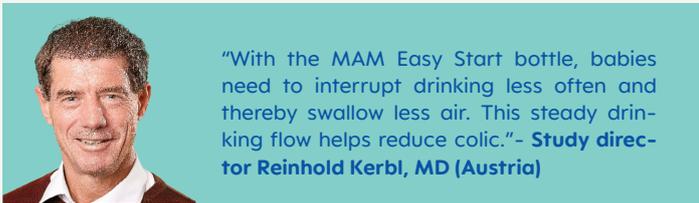
Studies confirm that soothers and breastfeeding are well compatible.³ According to the current WHO/ UNICEF guidelines “**10 Steps to Successful Breastfeeding**” hospitals should counsel parents on the use and risks of feeding bottles, teats and soothers.⁴

MAM Easy Start™: 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 (massage, homeopathic medicine, etc.) was studied in a multivariate analysis.

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. Only 6.9% of reported colic reduction could be attributed to them.

After completing the study 79.3% of the parents stated that using our MAM Easy Start significantly reduced discomfort for their child.⁵

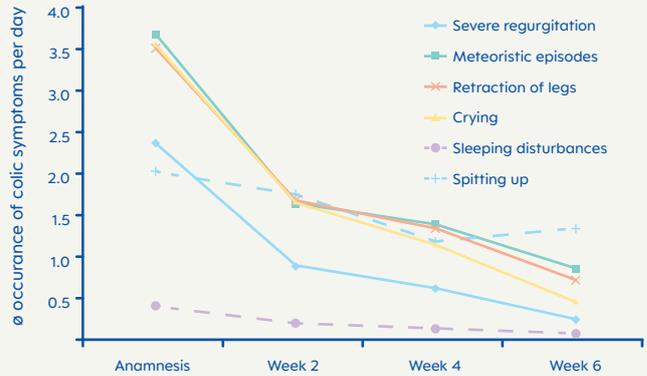


Fig. 1: Observed average occurrence of colic symptoms per day over a period of 6 weeks.

Less colic: Confirmed by 80% of mothers⁶

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

The outcome: 80% of the mothers confirmed that there was an improvement or complete disappearance of symptoms.⁶

In a market research study **10 out of 10 mothers stated they would recommend our MAM Easy Start.⁷**

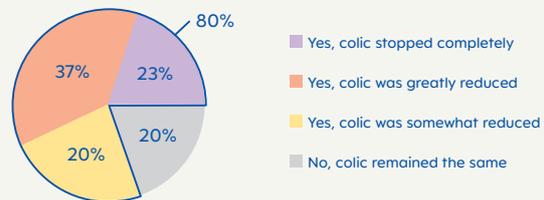
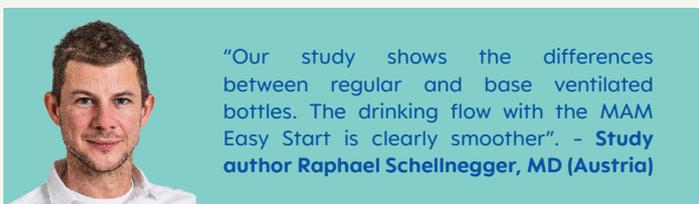


Fig. 2: The outcome of the consumer study - 80% of mothers confirmed less colic.

Even drinking flow thanks to the vented base

At the Medical University of Graz (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 inconsistent – 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.⁸

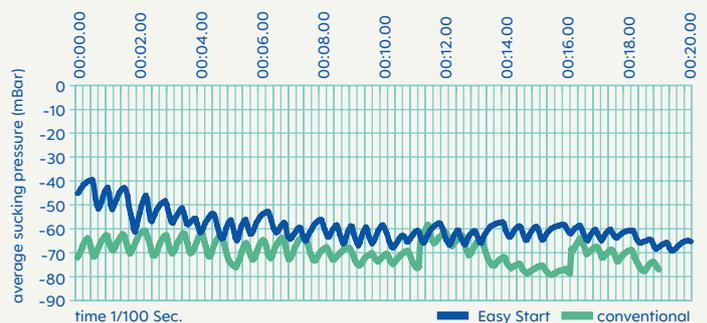


Fig. 3: Sucking pattern of a newborn: With the conventional bottle the graph shows interruption breaks at 0:11.3 and 0:16.3 representing air intake into the mouth.

MAM Easy Start™: Unique self-sterilising function

- Our innovative **MAM Teat** with **SkinSoft™** surface has a unique flat shape, simulating mother's nipple during breastfeeding. This makes switching between breast and bottle feeding much easier. The teat is **accepted by 94% of babies**.¹
- Our MAM Easy Start 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.⁷

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

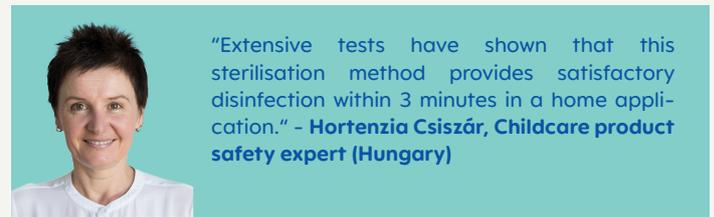
0 months	0+ months	2+ months	4+ months	4+ months	6+ months
Extra Slow Flow	Slow Flow	Medium Flow	Fast Flow	Spill Free + Fast Flow	Ideal for Thick Liquids
0+ TEAT	0+ TEAT	0+ TEAT	2+ TEAT	2+ TEAT	Variable flow rate depending on viscosity of liquids

Age recommendation can vary depending on the individual drinking patterns. MAM Teats' drinking holes are verified by quality control tests. This supports a constant milk flow while feeding.

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 & CO₂.⁹



What the experts say:

"The shape of the MAM Teat resembles mother's nipple flattening during breastfeeding. The combination of the vented base and soft teat ensures a smooth, even flow."–

Karl Zwiauer, MD, Professor of Paediatrics, Neonatology and Paediatric Intensive Care Medicine (Austria) on the drinking flow of the MAM Easy Start

"As a dad and registered nurse, I used MAM Easy Start Anti-Colic bottles with my baby because they're easy to get completely clean and sterilised. Knowing that there was no mold hiding in tiny parts gave me such peace of mind."–

Ryan Hilliard, MBA, HM, BSN, RN (USA), on the self-sterilising function

"Colic is a concern for most parents. When parents choose to bottle feed their babies, reducing air intake is vitally important to reduce gastric discomfort in babies. The MAM Easy Start has a vented base preventing the intake of air, enabling babies to smoothly drink their milk. Whilst working with families of newborns I noticed colic symptoms improve with the transition and change to MAM Easy Start."–

Angela Willis RM, MSc, BSc, SCHPHN, health visitor (UK)

Our MAM Easy Start™ is available in 4 sizes:



*We care for your baby and the planet. All bottle parts except the silicone teat and valve are made from polypropylene linked to bio-circular feedstocks according to the mass balance approach certified by ISCC PLUS.

BPA/BPS FREE[®]

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

SKIN SOFT™ SILICONE



¹Market Research 2009-2023, tested with 1,808 babies | ²Alejandro Jenik, et al. (2012). A new bottle design decreases hypoxemic episodes during feeding in preterm infants. *Int J Pediatrics* 1-7. doi:10.1155/2012/531608 | ³Joafer, S. H. et al. (2016). Effect of restricted pacifier use in breastfeeding term infants for increasing duration of breastfeeding. *Cochrane Database of Systematic Reviews* CD007202 doi:10.1002/14651858.cd007202.pub4 | ⁴WHO. Geneva: World Health Organization. 2018; Licence: CC BY-NC-SA 3.0 IGO | ⁵Lehner, B. et al. (2011). Reduction of abdominal colic in infants by using bottom vented bottles. *Evid Based Child Health* 6 (Suppl. 1) 75. (Poster, Europaediatrics congress) | ⁶Market research USA 2010, n=35 / Field study Austria 2011, n=73 | ⁷Market Research France 2020, n=125 | ⁸Schellnegger, R. J. (2011). Sucking pattern of bottom-vented feeding bottles (Diploma Thesis, Medical University Graz) | ⁹Global product Carbon Footprint study, Austria 2013, conducted by denkstatt