



NUK soothers
soothe better than ever before.

NUK

Understanding Life.

Relaxed together.

A baby brings infinite joy into the new everyday life – and even a bit of a commotion now and again. There are two things that always help babies relax then: lots of cuddles and sucking. They get both when breastfeeding. But what do you do if baby's tummy is full or mummy is not there then? Well, the right soother can help calm the nerves of both young and old. And if, like NUK soothers, it also aids healthy jaw development, then everyone can relax.

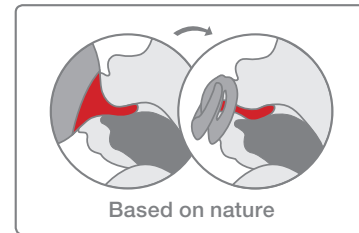




Only breastfeeding is more natural.

All babies come into the world with an innate need to suck. Breastfeeding satisfies this, giving them everything that they need: being held close and their optimal nutrition. But for many babies, the need to suck goes beyond breastfeeding. For these babies, NUK soothers are optimally suited, as:

- the unique NUK Shape is modelled on a mother's nipple as she breastfeeds.
- NUK soothers are particularly well accepted by breastfeeding babies too.

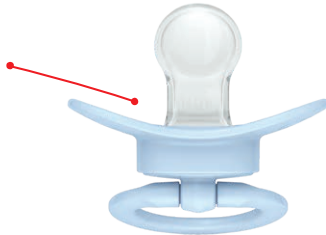


Not only did we invent the soother that is right for the jaw, we have now optimised it, so that it comes even closer to nature. The result is the now even better Original for relaxed babies and their parents.

The best NUK soothers of all times.

Sucking not only ensures the intake of food, it also promotes the development of the most varied of abilities. For this, the tongue has to have enough space for free sucking movements. This is the only way to exercise every muscle that babies need for swallowing, chewing and learning to speak correctly. And it is possible with the NUK soother: being so flat, thin and narrow, it leaves the tongue enough room. And it fits optimally into the mouth, when the baby sucks it. That is confirmed by midwives, paediatricians and orthodontists*. You can read just what the experts think about NUK soothers on the following pages.

Thinner and narrower teat neck reduces the pressure on the jaws and teeth.



Flatter baglet and smoother underside for a pleasant feeling in the mouth and more room for natural sucking movements.

* Independent market research with 50 midwives, 50 paediatricians and 50 orthodontists; Germany 2017
The NUK Sensitive was not part of the market researches.

No nipple confusion

92% of the breastfeeding mothers confirm that NUK soothers did not affect breastfeeding.*

Easy Acceptance

NUK soothers feel familiar and fit optimally into babies' mouths. 95% of the babies accept them.*

Recommended by orthodontists

100% of the orthodontists confirm that NUK soothers do not cause crooked teeth or jaw misalignment.**

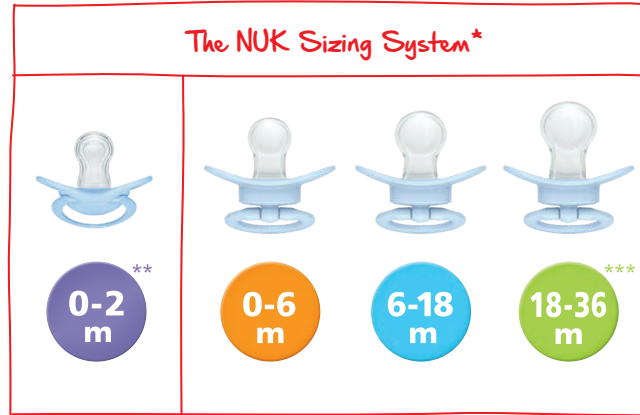


* Independent market research, 307 mothers, Germany 2017
** Independent market research, 50 orthodontists, Germany 2017
The NUK Sensitive was not part of the market researches.



NUK soothers adjust to your baby, not the other way around.

When babies grow, the jaws and palate grow too. So that the soother is always an optimal match, NUK soothers come in different sizes. Whether you take a latex or silicone soother, is, however, purely a matter of taste: both materials are equally well-suited for all babies. Your little ones very often decide themselves which they prefer.

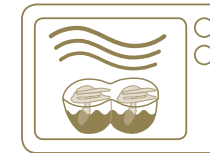


* General Advice. Please check the stage of your child's own development.
 ** Special size for delicate newborns from 0–2 months (only NUK Genius)
 *** The NUK Sensitive is available for babies from 0-6 and 6-18 months.



Packaging with more than meets the eye.

The NUK soothers come with its very own handy soother box for safe and clean transport and storage. Additionally, the soother can be placed in this container for hygienic conditioning in the microwave.



NUK soothers – as colourful as life itself.



NUK Classic – the original that is right for the jaw.

With constantly new motifs and timeless colours, the NUK Classic has been babies' companion for generations.



NUK Trendline – with the flat button.

Ideal to use when falling asleep. With fashionable designs or popular figures – there is something for everyone here.



NUK Freestyle – gentle to skin.

Particularly kind to the skin. Thanks to its innovative design it has little skin contact and lets more air onto sensitive baby skin.



NUK Genius – naturally ingenious.

Its appearance: minimalistic. Its baglet: perfected using the latest medical findings and particularly clever details.



NUK Space – allows baby's gentle skin to breathe.

Specially designed for babies' particularly sensitive skin. Its extra-large ventilation holes allow maximum air circulation which lets the skin breathe.



NUK Sensitive – contours to baby's face smoothly.

Made completely of extra-soft silicone. Thanks to its flexible, slightly curved shape, the soother nestles against a baby's face like a second skin.

NUK soothers with luminous effect.



NUK Happy Nights



NUK Trendline Night



NUK Freestyle Night

This NUK soothers are also available as a luminous version: the NUK Happy Nights with a luminous ring, as well as the NUK Trendline Night and the NUK Freestyle Night which have luminous motif buttons. The NUK soothers that glow in the dark are just like their non-luminous peers, letting babies enjoy their preferred soother shape at night too.



Your Little Light for the Night.

The NUK soothers that glow in the dark help babies find their way easily to the Land of Dreams. Thanks to a baby-safe luminous material, the soothers radiate a soft glow in the dark and can be found quickly and easily even at night.



Recommended by Experts.

NUK soothers were developed with experts over 60 years ago. They all work closely together in our own research and development department: internal employees, independent scientists, doctors, orthodontists, midwives and parents. Only when the product has been passed by everyone, may it go into production. With the help of surveys, we recheck the experts' opinions at the end.

Here are the results:



86% of the midwives would recommend NUK soothers to a breastfeeding mother who would like to use a soother.

100% of the paediatricians confirm that NUK soothers are an optimal fit for a child's palate.

100% of the orthodontists confirm that NUK soothers do not cause crooked teeth or jaw misalignment.

100% of the orthodontists, paediatricians and midwives confirm that NUK soothers are suitable for pacifying the innate sucking reflex.

* Independent market research with 50 midwives, 50 paediatricians and 50 orthodontists; Germany 2017. The NUK Sensitive was not part of the market research.

Confirmed by parents.

NUK soothers are, of course, not only evaluated by scientific experts and doctors, but also by you, the parents. For, when it comes to your children, you are the most important experts. It is only when you are satisfied with the soother that we are too. That is why we asked your opinion about NUK soothers already before their introduction. The results:

93%

of mothers confirm the calming effect of the NUK soothers on their baby.

92%

of the mothers confirm that NUK soothers do not affect breastfeeding.

95%

of the babies accept NUK soothers.

90%

of the mothers recommend NUK soothers.

* Independent market research with 307 mothers; Germany 2017.
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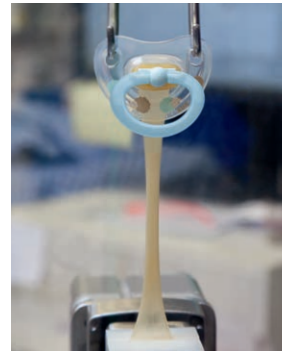




Highest quality is our standard.

NUK soothers have to meet extremely high demands when it comes to material and assembly safety. We work passionately every day to meet these requirements – and exceed even the specified quality standards. For we know that only the very best quality is good enough for your baby.

Before a new NUK soother comes onto the market, each one has undergone numerous checks, passed tests and fulfilled international norms – its tear strength has been tested, it has been monitored by assembly robots and cameras and examined by the trained eye of a quality control employee. Even independent inspectors regularly check the production at our German site. But all that is worth it to us: the trust that millions of parents have had in our products for decades, is our very highest award. It motivates us to continue to set new standards every day.



60 YEARS
OF INSPIRATION

Time to say goodbye.

Our soothers accompany millions of children all over the world during the first three years of their life. In this phase, they encourage healthy development and enable a good start in life. By the child's third birthday, however, the soother should have been given up. This is not always as simple as it sounds, but the following tips may make it easier when the time comes to say goodbye:

1. Talk about it

Simply talking to your child often helps. When you explain why the time has come to give up the soother - for example, because your child is already much too big for it - giving it up suddenly becomes easier than you thought.

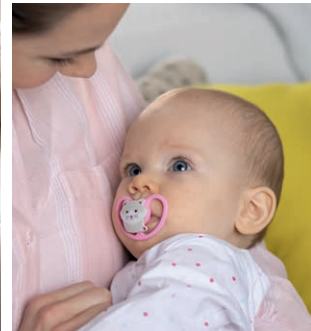
2. Soother fairy & co.

A visit from the "Soothen Fairy" can help to make the farewell easier. Children hand over their soother and receive a little present. Whenever it suits you, or, of course, it also works with the Easter Bunny or Father Christmas.

3. Give the soother as a present

Has one of your friends recently had a baby? Perhaps your child could give its soother to the newborn baby, who so desperately "needs" one.

Our website, www.nuk.com, contains a wealth of information about the best NUK soother ever.





Understanding Life.

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www.nuk.com