

# The new SUPER SOOTHERS!

If you're thinking of using a soother for your baby, choose the latest ground-breaking design that will help calm him *and* look after his developing mouth

**F**rom the moment your baby is born, he has a strong sucking reflex. Fulfilling this natural desire to suck can be incredibly soothing and calming for a baby, which is why a dummy can help to settle him. However, some parents worry that a soother may interfere with breastfeeding or cause dental or speech development problems. But now dummies have been given a boost – it's now recommended that babies are given a soother from birth (from 1 month when babies are breastfed) to help prevent cot death. And hot on the heels of that news is the launch of Tommee Tippee's ground-breaking new soother design, which addresses parents' worries about their baby's oral development and allows them to see giving their baby a soother as a positive choice.

## A pioneering innovation

Tommee Tippee has brought its expertise to a brand new range of Closer To Nature soothers, teaming up with a leading dentist to develop a new generation of truly orthodontic soothers.

As a paediatric dentist, Dr David Tesini from Boston, USA, has seen his fair share of oral problems that have resulted from prolonged soother use. When a baby sucks on a traditional soother, he has to suck

hard to hold it in place. His tongue curls round it and the roof of his mouth moves into a 'banana' shaped arch with the teat collapsing as he sucks. Dr Tesini has come up with a new design that is fundamentally different from any other soother on the market. It fits in the mouth naturally, like a nipple during breastfeeding. It gently expands across and supports the palate – like an umbrella – to keep his tongue in the right position and allow his developing teeth to grow



## Growing mouths

Babies get their teeth at different times, some are born with teeth, while others may still have none aged 1. But their mouths grow regardless, so using a soother that is too small can result in dental problems as children struggle to hold the teat in their mouths. Always give your child a soother that is the right size for his age.

## Meet the experts behind the soothers

Paediatric dentist Dr David Tesini (right) has been looking after children's teeth for more than 30 years. Over this time, he realised that two habits greatly influenced a child's oral development – thumb or finger sucking, and soother use. Both can bring about problems in a child's mouth by affecting the position of the teeth and the bite, which may eventually require treatment to correct them. He became determined to find a solution to prevent the problem happening in the first place.



## The unique design

Dr Tesini teamed up with one of his past patients, Josh Wiesman (pictured), now a biomedical engineer, to create a soother with a real orthodontic advantage. It was a labour of love for the inventors and with Tommee Tippee on board, a panel of experts was also consulted – which included dentists, health visitors, parenting experts and speech therapists. They all agreed that the new soothers were a huge step forward and could dramatically improve the oral health development of millions of babies worldwide.



**'Our design for the new Closer To Nature soother is fundamentally different. It fits in the mouth naturally – like a nipple during breastfeeding. We believe it will be hugely beneficial and make soothers a positive choice for parents and children.'**

*Dr David Tesini, paediatric dentist*

correctly. The teat of the soother has a distinctive 'tear drop' shape and is made from silicone that flexes and stretches in the same way as the award-winning Closer To Nature bottle teat.

## The revolutionary range

You can choose from three Closer To Nature ranges, all featuring Dr Tesini's unique orthodontic design:

- **Closer To Nature Pure** – a great newborn soother with a clear shield and a pastel 'button'.

- **Closer To Nature Soft** – an all-silicone soother with a flexible shield, cushioned for extra softness.

- **Closer To Nature C-Air** – has an open shield to allow the air to circulate. Comes with pink and blue boy/girl 'buttons'.

Each range of soothers is available in three sizes to cater for your baby's growing mouth. Soothers come in packs of two at £3.99 and are held in their own see-through pod-shaped sterilising box, which also makes a great carry case.



**Tommee Tippee**



- **The all-new Closer to Nature soothers from Tommee Tippee are available now from Boots and Mothercare. To register for a great soother competition or to learn more about the new range, please log on to [www.tommeeippee.co.uk/soothers](http://www.tommeeippee.co.uk/soothers).**