





The NUK Shape: a shape as only nature can make.

Welcome to life! For the past months you have been looking forward to this moment – and now it feels so different from what you expected. More wonderful. More unique. But also quite challenging. As just as everything is new for the little one, parents don't have all the answers ready to hand either.

And this can already start with the soothers! "Does my baby need a soother at all?" Babies have a natural sucking reflex which ensures they are able to feed and which also calms them. But, for a lot of babies, breastfeeding is not enough to calm them – then you can revert to a soother. "But which one? A symmetrical soother that looks the same at the top and bottom? Or the asymmetrical NUK Shape?" As early as 1956, orthodontic practitioners discovered that a mother's nipple changes its shape in the baby's mouth during breastfeeding as she breastfeeds: it adapts with the sucking movement. This natural activity was the starting point for the shape of the NUK Soother. It most closely resembles a mother's nipple as she breastfeeds, encourages the interplay between the jaw, palate, tongue, lips and teeth, while promoting the healthy overall development of the child.





A mother's nipple adapts to her baby's mouth when breastfeeding. Every NUK Soother is modelled on this. Its shape most closely resembles a mother's nipple as she breastfeeds. The underside gives your baby's tongue plenty of room for the natural sucking movements while the top adapts to a domed shape to fit the roof of your baby's mouth.

Breastfeeding exercises a baby's tongue and lips and prepares for chewing and talking later. But what happens when a mother's breast needs a little break. That is when a NUK Soother with its typical teat shape that suits the jaw can help







From toothless laughter to the first milk teeth: with NUK Oral Care Products.

Soon it will be time to bear your teeth! But when does teething really begin and how do you know that it's starting? Drooling, red cheeks, slightly raised temperature and frequent whingeing are the typical signs that occur around six months. The the first teeth can be very painful for babies. And only one thing helps: chewing on everything! NUK Teething Rings massage the gums and ease the pressing and itching in your baby's mouth. And the NUK Cool Teething Ring is even nicer if it has been in the fridge before. The NUK Cooling Stick is just the job for comforting babies, while its shape even makes a casual introduction to the next stage: looking after and cleaning your teeth.

When the first little teeth can be seen, the NUK Cleaning Trainer comes into use: it gently massages and helps teething; the NUK Brushing Trainer cleans the tips of the first teeth and introduces teeth cleaning in a playful way. A protective ring prevents it being put too far into the throat.

And once the little teeth are finally there, then it's time to clean them like the grown-ups do! The soft bristles of the NUK Starter Toothbrush protect the gums and won't do any harm if there are any slip-ups. Parents should do another thorough follow-up of course. For only with well-looked after teeth can you really get your teeth into things.



Connect-and-Play Teething Ring Set



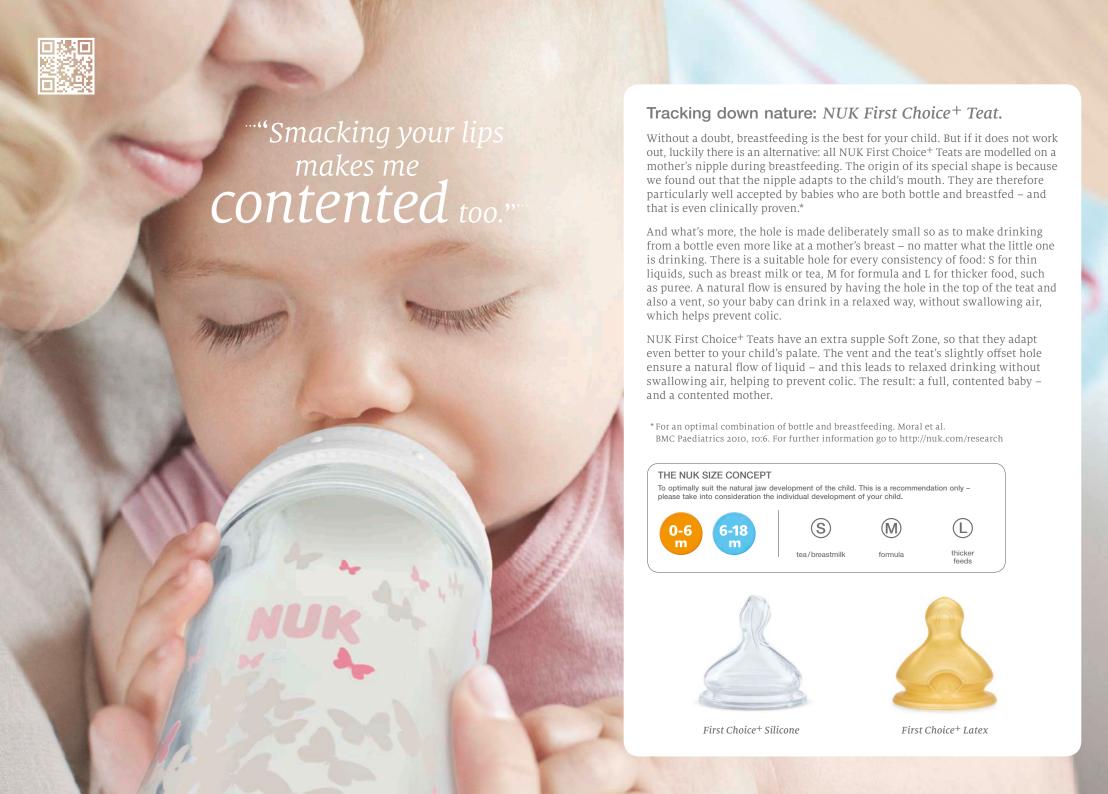
Cooling Stick and Training Toothbrush Set



Starter Toothbrush













12 Months +

6 Months +

18 Months +

36 Months +

A system for learning to drink: NUK Easy Learning Cups.

Splash! Child wet, kitchen wet. Why is learning to drink so difficult? Quite simply because babies form an "O" with their mouths when bottle or breastfeeding; when drinking from a cup, however, children have to form a "U". NUK Easy Learning Cups can help children master the transition from "O" to "U". Of course, especially for mothers, they are all leakproof.

Your child's first cup? Of course, the NUK Starter Cup: the soft silicone spout feels pleasant to the touch and, with non-slip handles, your child can practise the art of drinking without your help.

And to help develop drinking sip for sip, there is the NUK Trainer Cup: its ergonomically shaped, hard drinking lid gives children a completely new feeling when drinking and helps them practise drinking from the rim of a cup.

The NUK Vario Cup has no handles and when your child has mastered the art of drinking, it can be turned into a real cup quickly and easily.

If you prefer that your child forms a "U" from the very first sip, then there is the NUK Magic Cup. An ingenious system makes sure that nothing spills. Liquid only comes out when your child sucks the drinking rim. What's great about this is that the little ones can drink all around the cup. Just like the big ones! Well, if that isn't a reason for a toast. Cheers!

For the experts among the little ones, there is the NUK Fun Cup, which, thanks to its straw, really lives up to its name. And because drinking from a straw is so much fun, we've made the cup nice and big too.





For the "big" little ones: NUK Easy Learning System – for learning to eat.

When big eyes count your every bite, it's usually time for the first puree. The NUK Feeding Spoon Soft is specially shaped for little children's mouths and is made from soft silicone. That way the changeover from breast or bottle does not feel so great. Once your child has got used to feeding with this spoon, you can move to the slightly firmer NUK Feeding Spoon.

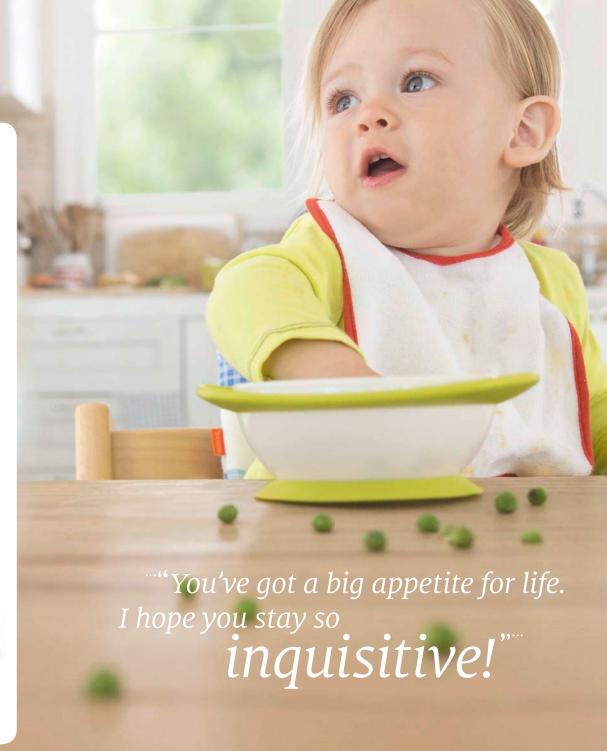
However, very soon the little ones will want nothing better than to eat as independently as their older role models.

That is when the NUK Easy Learning Eating Bowl comes into its own – thanks to the suction cup on the base, it can't be immediately thrown enthusiastically from the table and it makes the first attempts at eating without your help just that little bit easier. So that little hands can spoon food out as easily as possible without any mess, the edge of the bowl is extra high.

The NUK Easy Learning Plate and the NUK Easy Learning Cutlery Sets complete the practical range. The plate has an "anti-slip" base so that it can also stand safely on the table. The Mini Cutlery is a plastic spoon and fork with rounded edges and prongs and is the perfect size for little hands and mouths. Once the first independent attempts at eating are successful, at around 18 months you can turn to the NUK Easy Learning Maxi Cutlery Set. Its spoon, knife and fork are of high-quality stainless steel and, thanks to their "anti-slip" plastic, the handles can be gripped well by a child's hand – and in proud children's eyes, they almost look like the cutlery of the grown-ups.

And what do you do if they feel a little hungry when you are out and about? A little snack is the answer. Some fruit can quickly give wilting children their strength back. And so that the pieces of fruit are not immediately coated in sand, there is the NUK Snack Box. Children's hands can easily pass through the slits in the soft lid. And should the box be turned upside down, then the fruit stays where it should.







The gentle way to prepare and store healthy food: *NUK Masher & Bowl, NUK Baby Menu and NUK Freezer Tray.*

When breast milk is no longer enough, it is time for the next step: solids. Preferably with as much love and as natural as breastfeeding – home-made. With the NUK Baby Menu Food Processor, it is simple for you to prepare delicious, healthy purees with care. By gently cooking with steam, all the vitamins, nutrients and flavours are retained. With the NUK Baby Menu, not only can you steam, you can also puree, heat and even thaw – it hardly gets more practical than that. Even bring in a little creativity when preparing meals. In the NUK Recipe Booklet, which comes with every NUK Baby Menu Food Processor, you can find lots of tasty recipes suitable for this age group and a nutrition plan for the first year of life.

Every day, that little hunger gets bigger. So that you keep up a steady supply of puree without having to spend a long time in the kitchen, it makes sense to cook more and gently freeze it. The NUK Freezer Tray is made for just such small portions of puree, which can then be removed individually and thawed for the next feeding attempt.

For children who are well-rehearsed with solids, their food no longer needs to be very finely pureed. With the NUK Masher & Bowl, slightly more coarse puree can be conjured up in an instant. Simply gently cook the necessary ingredients until they are soft, put them in the bowl and mash them with the masher – the puree is ready. The NUK Masher & Bowl couldn't be better for when you are out and about either: if your child is eating with you in a restaurant, this is an easy way to turn part of your meal quickly into puree.









Masher & Bowl

Baby Menu

Freezer Tray









"No need to worry about your adventures."

For a home that is clean and gentle to your baby: *the NUK Household Range*.

Little children explore their world with their hands and feet – and best of all with their mouths. Toys, surfaces and also clothing should therefore be kept clean, without using too many chemicals. With the NUK Household Range it's child's play – they are safe for babies and are still powerful and thorough in the way they clean.

Above all, it is on baby clothes that tasty meals often remain a lasting memory. The NUK Laundry Detergent with five highly effective enzymes cleans carefully and is at the same time very gentle to a baby's sensitive skin – perfect for the daily wash.

Used together with the powerful NUK Stain Remover, babies' spills no longer stand a chance. The action of the NUK Stain Remover is due to a physical process which it achieves without any aggressive chemicals, leaving everything clean and the skin baby-soft.

The NUK Baby Bottle Cleanser also excels with a special way of working: enzymes breakdown any milk, puree or juice that remain in bottles etc., so that, after simply rinsing them out, neither food nor bottle cleanser residue remains.

So that you need not have any worries that the floors and surfaces around your baby are clean too, there is the NUK Household Cleaner. Its nature-based active ingredients remove dirt and are so gentle that your children could even explore the newly cleaned floor with their mouths.

And for getting things quickly clean there is the NUK Hygiene Spray: simply spray on toys, surfaces or other objects, leave to work for a short time and wipe away with a clean, damp cloth – and all that is left behind is a good feeling. You can also have this same good feeling when you are out and about: whether it is the changing unit in a café, the high-chair in a restaurant or the toy that is tossed out of the buggy – NUK Hygienic Wipes make everything really clean, really quickly.







Stain Remover



Household Cleaner



Hygiene Cleaner und -wipes







Everything for you: NUK Stretch Marks Gel, NUK Maternity Underwear, NUK Pelvic Floor Trainer.

Already during the pregnancy, the little ones take the limelight. And once they have arrived, they need our complete attention. So it is no surprise that your own needs sometimes miss out. However, especially during your pregnancy and the first months after the birth, your body does need a lot of care. We have also addressed this challenge and have been developing products for expectant women and mothers for decades. And when everything is fine with the mothers, the little ones are happy too.

For example, the NUK Stretch Marks Gel. Thanks to "Indian pennywort", it helps prevent any feelings of tightness and moisturises the skin. Naturally completely free from fragrances, colouring agents or alcohol, as a mother's skin needs gentle and effective care too.

Together with pregnant women and mothers, we have developed a special range of underwear, which adapts perfectly to your physical changes. Whether it is the pregnancy brief, nursing bustier or nursing bra gently helping to relieve any feelings of strain, with their flexible, "growing" fit, they all give support and the greatest comfort as they have no annoying seams and their velvet-soft, breathable microfibre is particularly kind to the skin, while looking nice too.

After the sometimes almost superhuman exertions of giving birth, it is the pelvic floor muscles in particular that demand attention. With the NUK Pelvic Floor Trainer it is not at all complicated to aid the postnatal process actively. It helps you become more consciously aware of your pelvic floor muscles easily, effectively and discretely. So you can devote more time to the person who still needs a little more attention than you: your baby.



NUK Care Beauty Stretch Marks Gel



Nursing Bra



Pelvic Floor Trainer

"I'm doing **fine**, when you're doing fine – and vice versa."



A drink for great mothers: MOM's Daily.

A sweet, little someone now defines your daily routine – and for your new "round-the-clock job" you want to stay fit and strong and, above all, healthy. Not a problem with MOM's Daily from NUK: especially for great mothers. The open secret? 7 vitamins and 3 minerals in a unique mix. The drink has a delicious, fruity taste of orange and passion fruit and hardly any calories.* 80% of all the mothers who tried MOM's Daily felt fitter afterwards and an impressive 88% would recommend MOM's Daily to other mothers.**

"A few vitamins and minerals are going to give me magic powers?"

Admittedly, that would be promising a little too much. But the clever combination of vitamins C, B6 and B12, biotin and zinc can help to give a boost to your immune system and can help your get-up-and-go. Just what you need as a mother – and even when you are expecting!

But don't just take our word for it – try it out. Grab a MOM's Daily and drink a toast to yourself: to a really great mother!

 $^{\ast}\,$ Sweetened with steviol glycosides from the stevia plant

^{**}Home-Use-Test NUK MOM's Daily (N = 152), Independent Market Research Institute, April 2014



MOM's Daily



With NUK always a good feeling.

Oral Development



Genius Color & Genius Soother



Classic Happy Kids & Trendline Soother



NIX

Freestyle Soother



First Choice⁺ PP Bottles & Learner Bottle



First Choice⁺ Glass Bottles



First Choice⁺ New Classic (PP & Glass)



Teething Ring & Cool Teething Ring Set



Cooling Stick, Training Toothbrush Set & Starter Toothbrush



Tooth & Gum Cleanser



First Choice Stainless Steel Cup



Baby Bottle Cleanser & Twist Bottle Brush



Vapo Rapid

Feeding



Classic Breast Pad & Nipple Shield



Breast Pumps & Breast Milk Container



First Choice⁺ Teats (Latex & Silicone)

Collections



Rose & Blue



Winnie the Pooh



Mickey Mouse

Toddler Feeding



Starter Cup, Trainer Cup & Vario Cup



Magic Cup & Fun Cup



Active, Kiddy, Flexi, Junior & Sports Cup



Baby Thermometer 2in1



NUK Care Products



Pelvic Floor Trainer & Maternity Underwear

Foodpreparation & Storage



Tableware & Cutlery



Masher & Bowl & Freezer Tray



Thermo Ultra Rapid

Safety



Eco Smart Control 300



Easy Control 200



Portable Night Light

Nursery & Hygiene



Baby Nail Scissors & Baby Brush with Comb



Bath Thermometer & Digital Bath Thermometer



Child's Potty & Child's Toilet Trainer

Household Cleaning



Laundry Detergent, Stain Remover & Household Cleaner

Toys



Animal Toys

MOM's Daily



MOM's Daily

NUK

Understanding Life.

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