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BABY BOTTLE MIMICS THE BREAST AND KEEPS AIR OUT OF MILK

 WORK & LIFESTYLE

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It may be widely acknowledged that breastfeeding is the best way to feed young babies, but there are still many reasons mothers may choose to use bottles, whether occasionally or all the time. Enter the **Bare bottle**, a new feeding system that's designed to mimic the breast in virtually every way, including keeping air out of baby's milk. Mimicking the breast has been the goal of just about every bottle design in recent years, but Bare may get closer than any other option on the market so far. The bottle's patented "perfe-latch" silicone nipple, for instance, features a soft, extending tip that responds to suction much the way a real breast does, thereby promoting proper latch-on and feeding. In that way, it can prevent nipple confusion in young users as well as alleviating the initial nipple soreness that breastfeeding mothers can experience, according to Bittylab, the bottle's mother-led New York maker. The bottle's vent-free "air-plug" piston, meanwhile, works much like a syringe to deliver air-free milk, thus reducing the chances of gas or colic. The end result, Bittylab says, is to make the process as natural as possible. The video below illustrates the concept further:

With planned retail pricing of USD 15, Bare baby bottles will be ready for distribution in December and will launch in stores in January 2012. Baby-products retailers around the globe: this one's for you!

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8th August 2011

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