

fridababy®

TRUCARE

Congestion

NoseFrida®
Nasal Aspirator



NoseFrida®
Hygiene Filters



NoseFrida®
Saline Kit



NoseFrida®
Saline Snot Spray



3-in-1
Humidifier



Sick Day Essentials

Paci-Style Medicine
Dispenser



Gas Relief

Windi
Gas Tubes



Nail Care

Curved-blade Nail
Clipper + File Kit



Oral Care

2-Sided
Finger Toothbrush



Bath Time

Infant
Bath Brush



Kits

Baby
Basics Kit



NOSEFRIDA NASAL ASPIRATOR

CATEGORY	CONGESTION
AGE	0m+
PROBLEM OPPORTUNITY	Stuffy Noses
KEY FEATURES	<ul style="list-style-type: none"> • Doctor invented nasal aspirator that uses parents' own suction to safely and effectively clear stuffy noses • Disposable filters clinically proven to prevent the transfer of mucus or bacterial germs to the snot sucker when clearing stuffy noses • Comfortable & Non-invasive – NoseFrida creates a seal with the outside of the baby's nostril for seamless and gentle snotsucking • Dishwasher Safe • Made in Sweden and is BPA & Phthalate free
CONTENTS:	1 Nasal Aspirator 4 Disposable Filters
SKU DETAILS	Package Dimensions: h 196.85mm X w 88.90mm X d 25.40mm Weight: 0.0227kg



**FUSS-FREE
BOOGIE BUSTING
WITH SNOTSUCKER**

Keep your little one's
nostrils clear naturally.

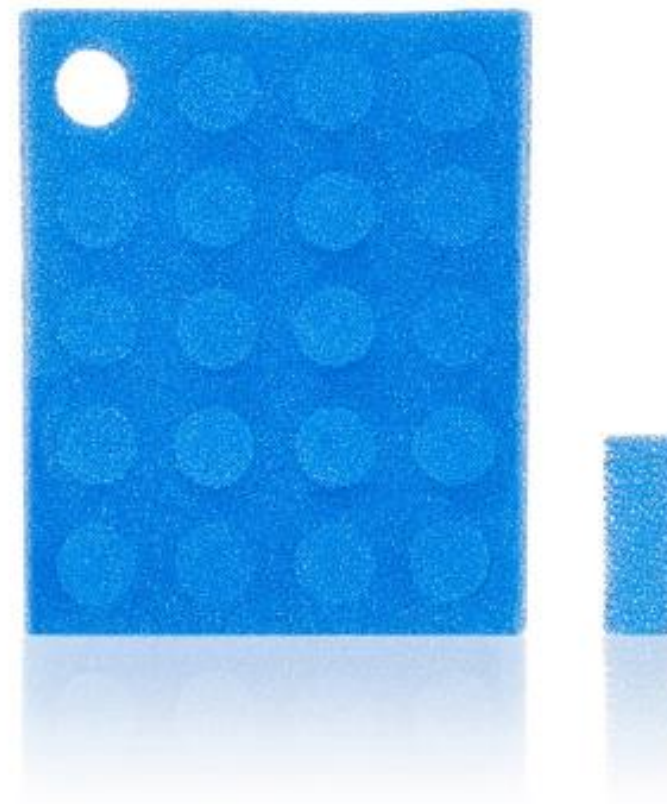
NOSEFRIDA HYGIENE FILTERS

CATEGORY	CONGESTION
AGE	0m+
PROBLEM OPPORTUNITY	Stuffy Noses
KEY FEATURES	<ul style="list-style-type: none"> • Hygienic Disposable Replacement Filters • Clinically Proven to Prevent Transfer of Mucus or Bacterial Germs • 20 Disposable Filters
CONTENS	20 Disposable Hygiene Filters
SKU DETAILS	Package Dimensions: h 101.60mm X w 63.50mm X d 25.40mm Weight: 0.0136kg



CLINICALLY PROVEN TO PREVENT MUCUS OR BACTERIAL TRANSFER.

The disposable Hygiene Filters keep the NoseFrida 100% hygienic for seamless snotsucking.



NOSEFRIDA SNOT SPRAY

CATEGORY	CONGESTION
AGE	0m+
PROBLEM OPPORTUNITY	Stuffy Noses
KEY FEATURES	<ul style="list-style-type: none"> Natural booger softener
CONTENS	1 Saline Spray Bottle (20ml)
SKU DETAILS	Package Dimensions: h mm X w mm X d mm Weight:



**FUSS-FREE
BOOGIE BUSTING**
Loosen up those
boogies

NOSEFRIDA SALINE KIT

CATEGORY	CONGESTION
AGE	0m+
PROBLEM OPPORTUNITY	Stuffy Noses
KEY FEATURES	<ul style="list-style-type: none"> • Doctor invented nasal aspirator that uses parents' own suction to safely and effectively clear stuffy noses • Two Ingredient Saline - Natural Sea Salt and purified water specially formulated for small noses • Disposable filters clinically proven to prevent the transfer of mucus or bacterial germs to the snot sucker • Dishwasher Safe
CONTENTS	1 NoseFrida, 1 Saline Snot Spray 10 Replacement Hygiene Filters
CORE SKU DETAILS	Package Dimensions: h 165.10mm X w 88.90mm X d 63.50mm Weight: 0.0907kg



FUSS-FREE BOOGIE BUSTING WITH SNOTSUCKER AND ALL-NATURAL SALINE SPRAY.

Keep your little one's nostrils clear naturally with this all-in-one stuffy nose solution for babies.

WINDI GAS TUBES

CATEGORY	GAS RELIEF
AGE	0m+
PROBLEM OPPORTUNITY	All-natural, instant infant gas + colic relief
KEY FEATURES	<ul style="list-style-type: none"> • Single use hollow tube that inserts into the baby's bottom to instantly release gas, when inserted • Designed For Baby's Bottom – long enough to reach past the muscle that traps gas and stimulates the sphincter but has a stopper so you can't go too far • All Natural Gas & Colic Relief – no medications or ingestible needed • Safe And Sanitary – BPA Free, Latex Free • Recyclable And Biodegradable – once used to relieve gas & colic dispose in recycling
CONTENTS	10 one-time-use gas tubes
SKU DETAILS	Package Dimensions: h 101.60mm X w 88.90mm X d 38.10mm Weight: 0.0680kg



BABY'S GOT GAS?! THERE'S A KIT FOR THAT

This kit has everything you need to safely free farts (etc.), combining a natural lubricant for belly massage + easy insertion with the ultimate in all-natural instant gas relief.

PACI-STYLE MEDICINE DISPENSER

CATEGORY	SICK DAY ESSENTIALS
AGE	0m+
PROBLEM OPPORTUNITY	No mess medicine dispenser Pacifier and medicine dispenser in one with angled release preventing spit-ups
KIT INCLUDES	<ul style="list-style-type: none"> • Only pacifier-style dispenser that is CPSC-approved for use as a pacifier • Syringe markings for all common medicine doses, including common prescriptions. • Medicine bypasses the taste buds to ensure an accurate dose
CONTENTS	1 Pacifier Medicine dispenser
CORE SKU DETAILS	Package Dimensions: h 190.50mm X w 82.55mm X d 44.45mm Weight: 0.0454kg



INFANT BATH BRUSH

CATEGORY	BATH TIME
AGE	0m+
PROBLEM OPPORTUNITY	Sayonara smelly washcloth 100% bacteria resistant silicone brush to gently exfoliate baby's skin
KEY FEATURES	<ul style="list-style-type: none"> • 100% bacteria resistant silicone • Silicone bristles gently exfoliate baby's skin from head-to-toe to soothe skin, help prevent cradle cap + eczema • Suction cup for easy in-bath storage
CONTENTS	1 Baby Bath Brush
CORE SKU DETAILS	Package Dimensions: h 171.45mm X w 96.52mm X d 38.10mm Weight: 0.0454kg

frida baby Infant Bath Brush

Brosse de bain de la tête aux pieds
/ Badebürste für den ganzen Körper



PREVENT RESTING ITCH FACE AND KICK DRY SKIN, CRADLE CAP + ECZEMA TO THE CURB.

SkinSoother is a baby spa in the palm of your hand, keeping baby's biggest organ – the skin! – as healthy, flake-free and soft as...wait for it...a baby's butt.

2-SIDED FINGER TOOTHBRUSH

CATEGORY	ORAL CARE
AGE	3m+
PROBLEM OPPORTUNITY	<p>Earliest Brushing Battles</p> <p>Triple-angle bristles + double-sided brush get baby's gums clean in a fraction of the time</p>
KEY FEATURES	<ul style="list-style-type: none"> • Helps train and develop good oral hygiene habits for babies and infants • Triple-angle brush head design cleans all sides at once • Double-sided design cleans + massages top and bottom at once • Bacteria-resistant and BPA-free silicone brush • Stand + lid included for hygienic storage
CONTENTS	<p>1 SmileFrida Finger Toothbrush</p> <p>1 Storage case</p>
CORE SKU DETAILS	<p>Package Dimensions:</p> <p>H 127mm X w 88.90mm X d 34.93mm</p> <p>Weight: 0.0454kg</p>



MOM CAN BE SURE OF A HEALTHY, CLEAN SMILE WITHOUT SACRIFICING ANY FINGERS!

When it comes to oral care, it's good to start 'em young! The SmileFrida Finger Brush makes it easy to clean your squirmy little one's baby teeth, without losing your sanity. And the double-sided brush tackles top + bottom at the same time. Plus, a gentle massage with the Finger Brush can go a long way in alleviating teething woes.

CURVED-BLADE NAIL CLIPPER + FILE KIT

CATEGORY	NAIL CARE
AGE	0m+
PROBLEM OPPORTUNITY	Nick-Free nail care for tiny fingertips Scissor like blades uniquely designed for smooth and silent snipping
KEY FEATURES	<ul style="list-style-type: none"> • Nick-free Safe Design – patented safety spy hole allows you to see exactly what you're clipping, eliminating the risk of cutting a child's sensitive skin • Curved Baby Nail Clippers with overlapping blades allow for safe, smooth and silent snipping. The baby nail scissor like blades cut nail smoothly with minimal effort • Baby Nail File – curved S-shape and is specially designed for small fingers. It follows the contour of baby's nails for a smooth finish after clipping baby nails • Safe For All Ages – from newborns to toddlers
CONTENTS	1 Curved blade nail clipper 1 S-Shaped Baby File
SKU DETAILS	Package Dimensions: h 203.20mm X w 50.80mm X d 25.40mm Weight: 0.0454kg



TACKLE ALL OF YOUR TRIMMING TROUBLES WITHOUT NICKING BABY'S SENSITIVE SKIN WITH THE NAILFRIDA SNIPPERCLIPPER SET.

NailFrida's specially curved blades mimic the shape of a baby scissor and are uniquely designed for smooth and silent snipping. Smooth sharp corners with the curved S-file that's shaped just for baby—a must for newborn care.



BABY BASICS KIT

CATEGORY	MULTIPACK
AGE	0m+
PROBLEM OPPORTUNITY	Whether you've got a baby at home or a baby shower on the schedule, the Baby Basics Kit is the bringing-up-baby must-have.
CONTENTS	<ul style="list-style-type: none"> • 1 NoseFrida + 4 Hygiene Filters • 5 WindiGas tubes • 1 Curved blade Nailclipper + 1 file • 1 Infant bath brush • 1 Keep-It-All-In-One-Case Zippered Pouch
CORE SKU DETAILS	Package Dimensions: h 203.20mm X w 215.90mm X d 69.85mm Weight: 0.4763kg



BUST STUBBORN BOOGERS, FREE TRAPPED FARTS, CUT THOSE CLAWS, AND KICK CRADLE CAP TO THE CURB — ALL WITH THE INGENUOUS TOOLS INSIDE!

The Baby Basics Kit has everything a parent needs to keep baby healthy + clean from head to toes.

3-in-1 Nose, Nail + Ear Picker - ESSENTIAL BOOGER PICKER TOOL



The ultimate booger busting team brings you our 3-in-1 Picker.

It's as grossly satisfying as sucking snot, but perfectly designed to clean crusties + gunk out of all bodily crevices.

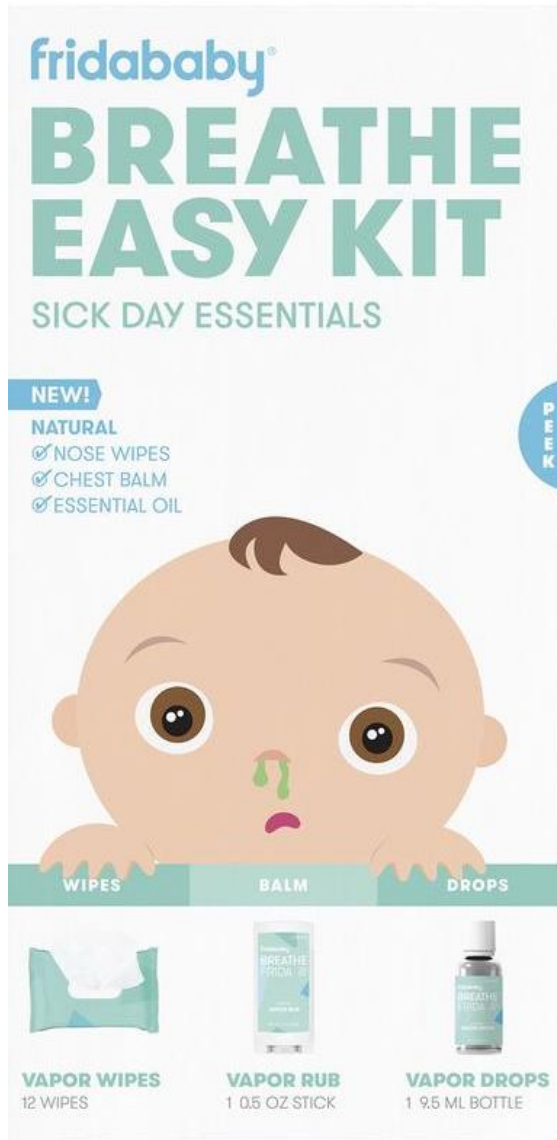
Safety design ensures tip from going in too far up nose & ear.

Comes with 4 different tips for your picking pleasure:

- **Nose:** Get rid of baby bats in the cave
- **Nail:** Clean under-nail nastiness
- **Ear:** Remove visible wax from ears - no pinky nail needed
- **Everywhere else:** An extra utility tip for misc. gunk-like belly button fuzz or toe jam

Dishwasher safe. Do not microwave, boil, or steam sterilize.

Breathe Easy Kit - THE SICK DAY ESSENTIALS



The Breathe Easy Kit has everything you need to rid your little one's nose of boogers, mucus and snot.

BreatheFrida Vapor Wipes clean up boogies on-the-go, while the organic Vapor Rub is no mess chest balm to help baby breathe easy. Plus the organic Vapor Drops soothe with natural essential oils that are safe for sensitive skin.

For 3+ Months

What's Inside? 12 Vapor Wipes, 1 0.5 oz Vapor Rub stick, 1 9.5 ml Vapor Drops Bottle

BreatheFrida - THE BOOGERWIPER



A chest balm meets tissue mashup, BoogerWiper soothes sore sniffers at home and on-the-go with all the benefits of a chest balm in a fuss-free wipe form.

Chamomile, Aloe + Vitamin E provides a cooling relief to tender noses, and all-natural menthol + eucalyptus leave baby feeling refreshed from chest to toes.

What's Inside 30 count wipes per pack

DermaFrida - THE FLAKEFIXER



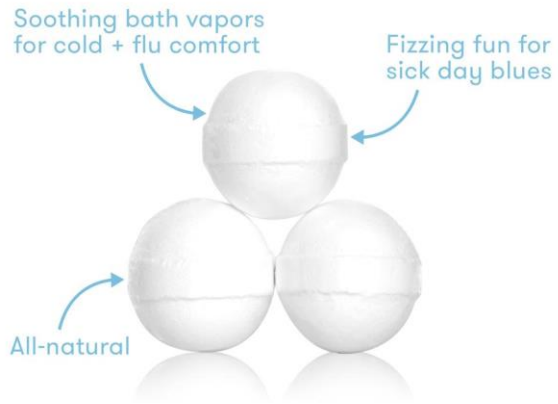
Almost 70% of babies end up with crusty cradle cap?

Give flakes the brush off with our Flake Fixer - the first 3-step system specially designed to fix the flake situation.

First LATHER (with sponge), then LOOSEN (with brush) and LIFT (with comb) then get back to the baby with more cradle, less cap.

What's Inside? 1 FlakeFixer the 3-Step cradle cap regimen

BreatheFrida - THE NATURAL VAPOR BATH BOMBS



When your kiddo's airways are more congested than the airport on Thanksgiving, throw a BreatheFrida Vapor Bath Bomb in the tub and breathe in the naturally soothing aromas!

With eucalyptus and lavender oils, our Vapor Bath Bombs will help get you through cold & flu season. And hey, they work for adults, too!

For 2+ Years

What's Inside? 3 Eucalyptus + Lavender Bath Bombs (1.5 oz ea)



Baby Grooming Kit



When baby's got a photo-op, you'll be ready. Grooming for the 'gram? There's a kit for that. This head-to-toe grooming set has everything you need to get baby 'gram or grandma ready.

- **FINGER BRUSH:** Double-sided finger brush gets top and bottom gums at once and protects finger from baby bites
- **NAIL SCISSORS + CASE:** Ergonomic, no-slip handle gives you trimming control, while rounded blade tips help snip precisely. Safety case doubles as a gripper so baby can hold for easier trimming
- **NAIL FILE:** S-shape nail file is designed with small fingers in mind to give a smooth finish after clipping baby nails.
- **HAIR BRUSH + COMB:** Head-hugging soft-bristled brush keeps the 'do under control and styling comb that's made for one-handed mane-taming
- **BPA- FREE:** All items in this kit are BPA- and latex-free

For 0+ Months

What's Inside? 1 Finger Brush with Storage Stand, 1 Hair Brush with Case, 1 Styling Hair Comb + 1 Easy Grip Nail Scissors with Nail File and Case

Easy Grip Nail Scissors



Nail Scissors take the fear out of cutting the tiniest talons. Safe, rounded blade tips help you snip precisely, while an ergonomic, non-slip handle gives total trimming control so you can nail every mani and pedi.

- **MAGIC TOUCH:** Rounded blade tips help snip without nicks.
- **TACKLE TRIMMING:** Asymmetrical handles allow for either left or right-handed users for total trimming control.
- **GET A GRIP:** Ergonomic grip for complete control without forcing your fingers into tiny handles.
- **FIDGET FRIENDLY:** 2-in-1 grip and safety case that baby can hold for easier trimming.
- **CLEAN CUT:** BPA-free and Stainless steel blades.

What's Inside? 1 Nail Scissor + 1 Grip & Safety Case Easy Grip

DermaFrida - THE BATH MITT



Toss the smelly washcloth and say “ta-ta” to tub tantrums.

DermaFrida the Bath Mitt fits little paws AND big hands so your kiddo can practice good hygiene, then you can take over to get ‘em squeaky clean.

After all, how can you trust this job to someone who can’t even wipe their own butt? Get your scrub on with the Bath Mitt.

What's Inside? 1 Bath Mitt

SleepFrida - THE NATURAL VAPOR BATH BOMBS



Kickstart bedtime routine at bath time with natural Vapor Bath Bombs, made with soothing lavender oils.

Like a lullaby for the nose, these lavender Bath Bombs indulge little one in a chill bath sesh and [fingers crossed] a sound night's sleep.

- **RELAX, BABY:** Natural vapor bath bombs for bedtime wind down.
- **LAVENDER LULLABY:** All-natural formulation with lavender oil.
- **ZzZzZ:** Calming bath vapors for sleepy time.
- **SOFT SKIN:** Essential oils make skin super soft.
- **BATHTUB USE:** Use one Bath Bomb in bathtub; takes 6-8 minutes to dissolve.

For 2+ Years

What's Inside? 3 Lavender Bath Bombs (1.5 oz ea)



Paci Weaning System



Dentists recommend kicking the paci habit by the time baby is 12 months old.

We've got the weaning process down to a science (literally!) with this 5-step system to ditch the pacifier for good.

Each paci is progressively shorter - and less satisfying - so baby gives that binky the boot. No kitchen scissors required!

- **5 STEP SYSTEM:** Gradually reduces sucking satisfaction to wean from orthodontic nipple only.
- **DENTIST DESIGNED:** Invented by a pediatric dentist.
- **BOOT THE BINKY:** Most effective on kiddos under 12 months.
- **BPA-FREE:** Latex-free and BPA-free. Silicone nipples.

What's Inside? 5 orthodontic-shaped dentist-designed pacifiers that get shorter with each step

FeverFrida - THE COOL PADS



When fever hits, Cool Pads help bring your little one's temp back down. No need to refrigerate them .

Just open, cut to any size if needed, and apply the compress on the area that needs to chill (for up to 8 hours!).

Plus the Cool Pads are nontoxic and safe for sensitive skin.

What's Inside? 5 Cold Compresses

Sick Day Prep Kit - THE SUPERHERO SURVIVAL SIDEKIT



When baby goes viral (and not in the millions of followers way), there's no time to fuss around.

Our Sick Day Kit contains the tools you need to fight whatever's ailing your kiddo, all in one grab-and-go package.

Suck out those stubborn boogers with NoseFrida the SnotSucker. Give baby the right dose of medicine, with MediFrida the Accu-Dose Pacifier.

Clean snotty noses on-the-go with BreatheFrida the SnotWiper + soothe congested airways with BreatheFrida the Vapor Rub chest balm.

We recommend stocking up before illness hits so you're ready to play Nurse at a moment's notice.

What's Inside? 1 NoseFrida, 4 Hygiene Filters, 1 MediFrida Medicine Dispenser + Pacifier, 1 Standard Oral Medicine Syringe, 1 BreatheFrida with 12 Wipes, 1 BreatheFrida Vapor Rub Chest Balm

SmileFrida - THE TOOTHHUGGER



Put the brushing battles to Bed!

SmileFrida the ToothHugger has a unique triple-angle brush design that cleans all sides at once while massaging the gum lines.

Specially designed with little brushers in mind, SmileFrida is easy to hold and gentle on sensitive gums.

Dentists recommend replacing a toddlers toothbrush every 3 months and immediately after a cold or flu.

For 18M+.

THANK YOU..