

NEW MOMS



BABIES
CAN **CATCH**
8 OR MORE
COLDS¹
DURING THEIR FIRST YEAR ALONE

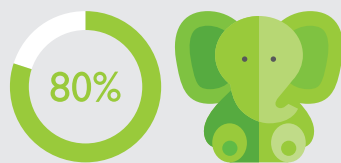
ONLY **27%** 
OF HOUSEHOLDS WITH CHILDREN IN NAPPIES CLAIM TO **CLEAN THE NAPPY**
CHANGING AREA MORE THAN ONCE A DAY ²



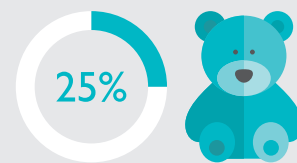
INFECTIONS
SUCH AS **INFLUENZA**
DIARRHOEA & COLDS
CAN HAVE **SERIOUS**
COMPLICATIONS
FOR BABIES
UNDER SIX MONTHS OLD ³

TOYS
CAN BE A
HOT
SPOT
FOR
GERMS

A RECENT STUDY SWABBED TEDDY BEARS AND FOUND THAT



HARBOUR **HARMFUL**
BACTERIA
THAT CAN CAUSE
FOOD POISONING



WERE
CONTAMINATED
WITH **FAECES** ⁴

A BABY'S MOUTH
HAS MORE **NERVE**
ENDINGS
THAN ANY OTHER
PART OF THEIR BODY

UNTIL APPROXIMATELY SEVEN MONTHS OLD A BABY'S MOUTH WILL BE THEIR MAIN EXPLORATION TOOL ⁵

