



Brand History and Product Range





Bfree Brand History

- In 1998 Amikam Berkovitch was introduced to the prototype of Dr. Brown's first bottle
- Realizing its potential to help babies who suffer from the vacuum in other baby bottles, he took on the project, developed the prototype to a marketable product and began selling it worldwide
- While meeting potential distributors in Japan, he discovered the Bisphenol A (BPA) issue and decided he could not risk harming babies
- He therefore decided to change the plastic of the bottle from polycarbonate to PES and sold only BPA free products for a few years
- After a few years, the owners of Dr. Brown's requested that he stop communicating the BPA free issue because they were still manufacturing bottles with BPA but he did not agree. Consequently, the sides parted ways

Bfree – A Brand is Born

- Amikam went on to develop an improved patented vent system which solved one of the major and serious problems with the Dr. Brown's patent – leakage – while maintaining the flow of air into the bottle
- Since the idea was that the bottle was Bisphenol A free, Amikam decided to name the new brand Bfree
- Bfree was the first brand to raise the BPA issue and to communicate that its products are BPA free – a true pioneer
- Since then, millions of Bfree bottles have been sold in China and around the world
- In 2007, two years after becoming the USA distributors for the bottles, Born Free was given a license by the company to market the patent in many countries including the USA, which had great success

Highest Production & Quality Standards

- All production facilities which manufacture Bfree products in Israel use German or Japanese machines
- Molds are fully automatic and are European made
- Today Bfree bottles are made from upgraded polypropylene (PP EU) and not from Tritan, which has been found to possibly contain similar chemicals to BPA
- Bfree puts baby's health and wellbeing on the top of its list of priorities, followed directly by product quality
- We do not try to save on costs – our bottles are thicker and heavier than competitors', making them of a much higher quality





Bfree – A Family Business

- Amikam Berkovitch founded the company in 1996, with his wife Dvora working closely with him
- His son Timi joined later and is now Vice President
- His daughter Yasmin joined as the Marketing Manager
- And finally, daughter Tal works with the company on branding and copywriting

Bottles – A Short History



- Records of the first bottles date back more than 1,000 years
- Created in a 'banana shape' and had an open end = No Vacuum
- Modern bottles face several issues – including:
 - Bottles either have a high vacuum or no vacuum at all
 - They can cause colic, gas, spit-up and burps
 - Cheap plastic is soft and gets scratched easily
 - Cheap plastic sometimes shrinks in the microwave

4 Issues of Bottle Feeding

Feeding bottles must address and balance 4 leading issues:

- Colic
- Air Ingestion
- Bacteria
- Vacuum



Infantile Colic

- Infantile Colic is a broad term which is defined by its symptoms rather than a particular cause. Colic is described as episodes of uncontrollable, extended crying over three hours a day and at least three days a week, and is distinguished by crying that is intense and different from normal fussing and crying¹.
- Colic is a significant problem in infants and imparts a psychological, emotional, and physical burden to parents².
- Colic is believed to affect up to 40% of otherwise healthy well-fed babies^{3,4,5}.

Studies have shown that a vented baby bottle will help alleviate a baby's discomfort, including reduction in time spent crying and fussing, and an increase in sleep^{6,7}.

Air Ingestion

When a venting system allows the air to go through the liquid, such as when it is located in or near the nipple, tiny air bubbles get mixed with the milk and babies ingest this air (the bubbles can be invisible).



Bacteria

Most bottles collect bacterial colonies in:

- Unreachable 'curved' sections of the bottle
- Vent systems which are difficult to clean



The Most Important Issue:  Vacuum



What is Vacuum?

- Vacuum = negative pressure
- Baby suckles, liquid comes out but air does not come in
- The liquid is pulled back into the bottle. The harder the baby sucks against the vacuum, the harder the vacuum pulls the liquid in the opposite direction.
- Often the nipple “collapses”
- When nipple is released from baby’s mouth, air enters the bottle and releases the vacuum
- In breastfeeding baby needs to make a suckling motion right in the beginning. After the initial sucking motion, the breast starts to drip milk and the baby does not need to make much of an effort. There’s also no vacuum in the mother’s breast which works against the baby’s motion.

Nipple collapse



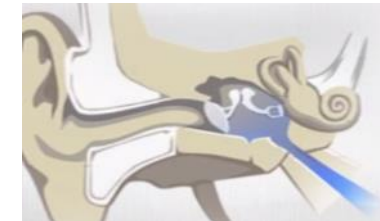
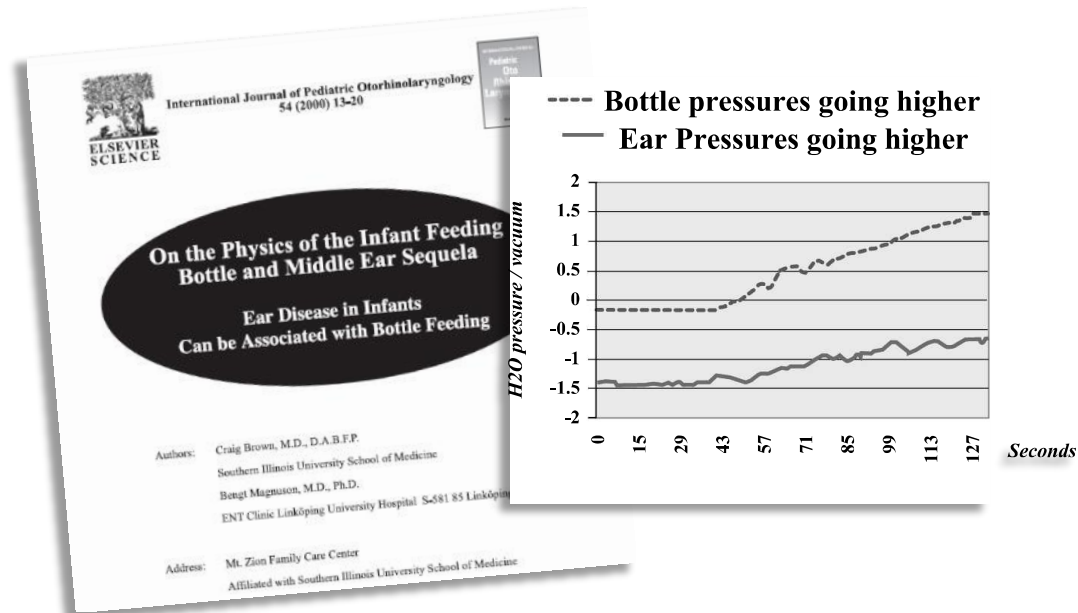
How vacuum affects baby

Vacuum can create significant difficulties for babies:

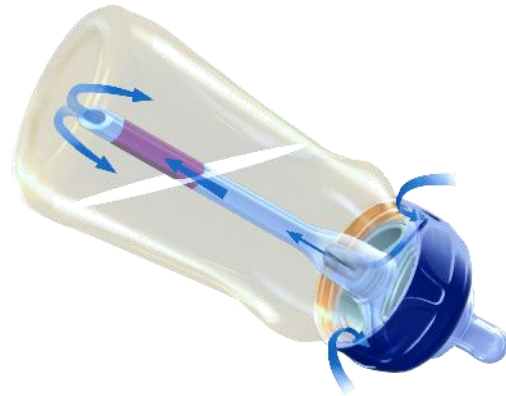
1. Can cause ear infections
2. Ingesting air can cause colic, gas and spit up.
3. Extra effort leads to frustration, fussiness, crying, may eat less, and have difficulty falling asleep, or falling asleep in the middle of a feed due to fatigue.
4. Difficulty for breast-fed babies to switch to bottle feeding because of the vacuum (there is no vacuum in the breast).

Vacuum – one of the causes of ear infections

Due to the huge effort the baby has to make when sucking, liquid can get sucked in from the mouth of the baby into the middle-ear. If the liquid stays in the middle ear, it can cause an infection.



Vacuum: Also causes colic & gas



Bfree:
Air flows through
anti-bubble tube



No air bubbles in liquid

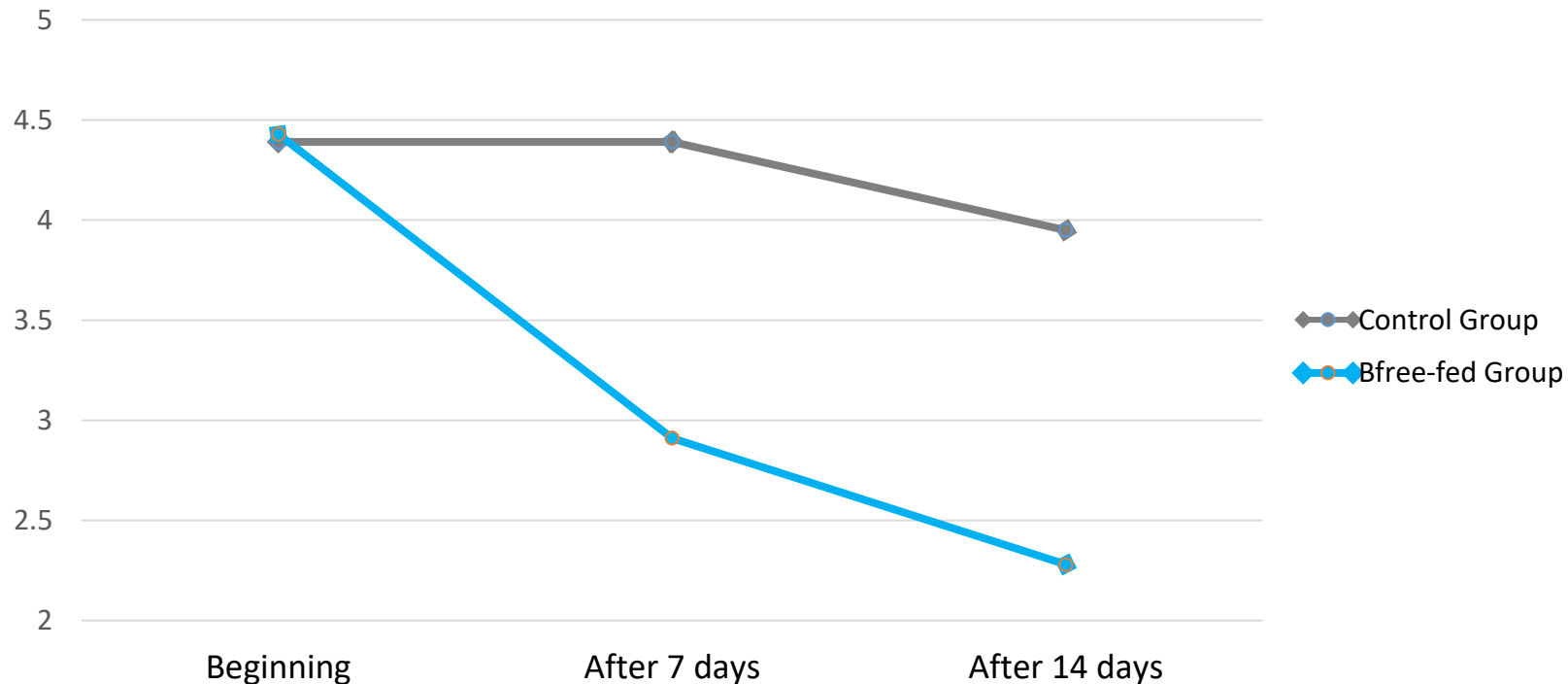


Regular bottle:
Air enters the bottle and flows
directly into liquid as bubbles



Baby swallows air

Clinically proven: Bfree reduces colic in 90% of babies within 1 week*



* "Examination of the effect of B-free baby bottles on infant colic", Dr. Yaron Tikochinski

Vacuum: Makes it difficult for baby to suckle

- Baby must “fight” against the force of the vacuum
- Must apply significant effort and power
- Stops for rests and to let air into the bottle
- Gets tired and fatigued
- May eat less





The solution: Bfree bottles



Benefits

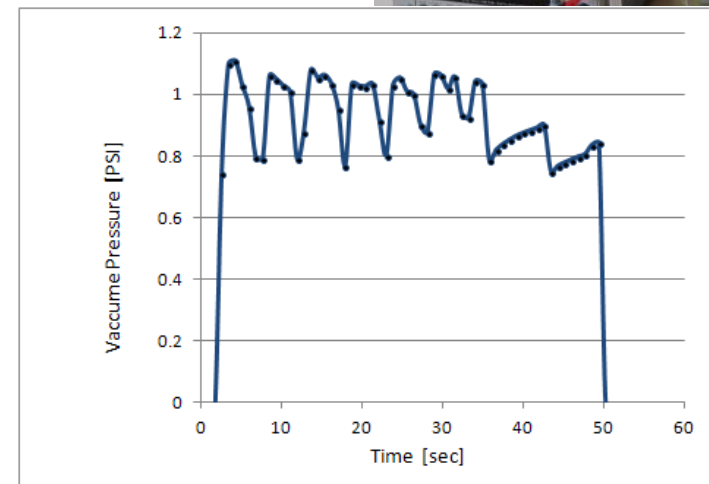
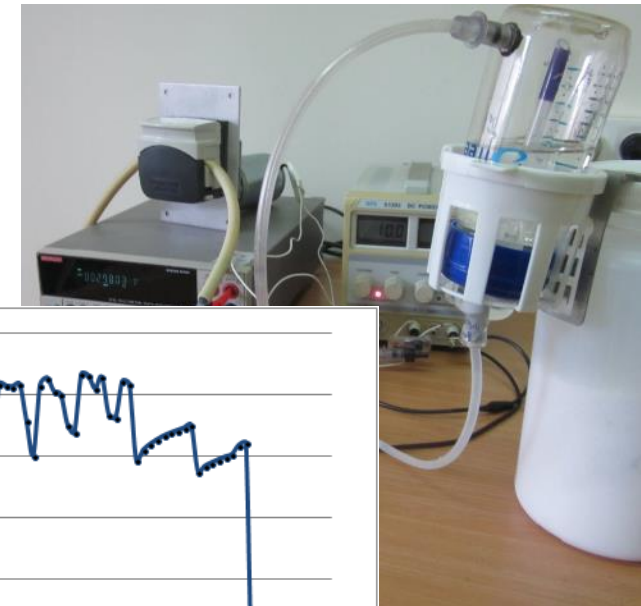
- ✓ No air bubbles in milk during feeding
- ✓ Optimal low level of vacuum
- ✓ Guaranteed to stop nipple collapse
- ✓ Maintains Vitamin A, C & E level in the milk
- ✓ Innovative patented internal air vent
- ✓ Prevents leakage problems



Bfree: the most effective at neutralizing vacuum

Comparative test of vacuum levels in bottles


Bottle Description	Pressure Difference Results [PSI]
Bfree 160ml	1.0 , 1.0, 1.1
Avent 260ml feeding bottle (Philips)	High, 4.2, 6.5
MAM anti-colic 260ml (with bottom opening)	3.9, 4.2
Nuby natural touch 210ml (Softflex silicon nurser)	4.2, 4.5
Tommee tippee 0m+ 260ml (closer to nature)	2.1, 2.2
Nuk first choice 300ml (Mapa)	5.5, 5.0-4.1
MAM baby bottle 270ml	High, High
Avent Natural 260ml	High, High
Bfree 260ml	1.1, 1.1, 0.9





The Competition

Comparison Chart

		Playtex VentAire /MAM Anti-Colic	Munchkin LATCH	Dr. Brown's	MAM Baby Bottle	Avent Classic / Avent Natural	Tommee Tippee
No air bubbles in liquid during feeding	✓	Partial	(Assuming vent works)	✓	✗	✗	✗
Level of vacuum	Optimal	Very high	High	Too low	Very high	Very high	High
Guaranteed to stop nipple collapse	✓	✗	(Assuming vent works)	✓	✗	✗	✗
Reduces risk of ear infections	✓	✗	(Assuming vent works)	✓	✗	✗	✗
Maintains Vitamin C level in the milk/formula	✓	✗	(Assuming vent works)	✓	✗	✗	✗
Patented internal air vent	✓	✓ (Only MAM)	✗	✗	✗	✗	?
Prevents leakage problems	✓	✗	✗	✗	N/A	N/A	N/A



Comparison con'd

- Bottom venting system: MAM Anti-Colic bottles have small holes at the bottom as the venting system. These small holes get clogged and cannot be cleaned. Once clogged, the venting system stops working, creates a vacuum, and bacteria can develop. The bottles have a high vacuum even when the holes are not clogged.
- Bottom valve system: Munchkin LATCH has a duckbill valve at the bottom of the bottle, but this leads to frequent leakage when the valve opens and does not shut, or can lead to a very high level of vacuum when the valve often simply does not open.
- Vented nipples: Tommee Tippee, Avent, MAM have a small valve in the nipple. This valve is too small to work properly and does not allow enough air to enter, leading to a high level of vacuum.



Leading Bottles

Avent Classic & Avent Natural

- Very high vacuum
- Air bubbles go into the liquid in the bottle which creates gas
- In 1994, a study showed babies cry less in the first two weeks of use of Avent Classic bottles, but the claim is made after only 2 weeks of study and there were no other ventilated bottles it could be compared to at that time

MAM Anti-Colic

- High vacuum, despite the venting system at the bottom
- Has small holes making it very hard to clean, holes get clogged and accumulate bacteria

Leading Bottles con'd

MAM Baby Bottle

- Very high vacuum that makes liquid hard to suck

Munchkin

- Very high vacuum that makes liquid hard to suck
- Duckbill valve design leads it to stay open, meaning the liquid will leak out of the bottle when placed on a surface, or closed, leading to a very high vacuum that makes liquid hard to suck

NUK

- Very high vacuum: no dripping
- Air bubbles go into the liquid in the bottle which creates gas

Leading Bottles con'd

Dr. Brown's

- Zero vacuum: baby cannot control the flow of milk coming out of the bottle – too much liquid flows into baby's mouth which may lead to baby choking; will keep dripping
- Leakage if you fill above the line (and often below the line)

Playtex VentAire

- Created years ago; it was discontinued and then came back
- Liquid stops dripping when bottle is turned upside down – vacuum
- Has small holes and a narrow bottom that makes the bottle very hard to clean and accumulates bacteria
- Cap stopper leaks



Bfree Product Range

Bottle Range

Classic PP bottles



160ml

260ml

330ml

Classic Borosilicate Glass bottles



160ml

260ml

Bottle Range – con'd

Me PP bottles



260ml

Nipple Range



Cup Range

Sippi 1 – Training Cups



220ml

Cup Range – con'd

Sippi 2 – Drinking Cups



330ml

Spout & Handles Range

Soft spouts sold with Sippi 1 cup

Firm spouts sold with Sippi 2 cup



All nipples, spouts, collars, vent systems and handles fit all classic bottles and cups

Twister Brush Set

Soft sponge

- Unlike standard brushes made of tough bristles, the Twister brushes are made of a soft sponge that cleans thoroughly and doesn't scratch the bottle or teat.

A smart bottle brush

- The bottle brush is made of 2 sponge layers designed to reach every inch inside the bottle, for a more effective clean with no scratching.

A handle with a twist

- The handle can turn °360 and enables an easier, more convenient clean.

Mini-brush for teats

- The teat brush is shaped like the bottle's teat and enables a perfect clean all the way to the tip.





Smart Sterilizer Microwave Sterilizer

Fast and simple sterilization for bottles, pacifiers and accessories

- Simply add water and place in the microwave for just 4 minutes.

Fits all baby bottles

- Designed to hold 4 Bfree bottles and all their parts, as well as other brands of bottles.

Pull-out tray

- The tray is perfect for arranging bottles and all their parts and placing them in the dishwasher. Also perfect as a drying rack.

Cover handle

- Doesn't overheat – perfect for safe opening of the lid after sterilization.

Grip handles

- For safe removal from microwave after heating.



Click 'n Go Formula Dispenser

Simple one-handed open / lock mechanism

- For fast formula preparation, on the go.

Sealed compartments

- Prevent formula from transferring from one compartment to the other.

3 large rounded compartments

- Allow easy cleaning and prevent powder residue and build-up of bacteria.

Extra wide spout

- Enables fast, easy pouring of formula into the bottle.





Stic Stac Storage Containers

- Versatile storage containers for breast milk/baby food
- Click together from the top and sides (on the lid there are “snaps” which allow you to stack them and attach them to one another from the side)
- Allows for easy storage and space saving
- Reusable and economical – saves buying expensive disposable breast milk storage bags
- Important information such as date, amount etc. can be written on them with a pencil
- Freezer, dishwasher and microwave safe



Easy Pump Manual Breast Pump

- Light and Compact
- Fits all Bfree Classic
- Single manual pump
- Soft-touch, extra-large ergonomic handle promotes better suction per pump: no need for continuous pumping – each time the handle is squeezed it can be held for several seconds and milk will flow
- Silicone breast shield cover with cushions: massages the breast to stimulate milk flow
- Includes additional 160ml Classic bottle

