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INNOVATIVE BABY BOTTLE HELPS MODERN MOMS BOND WITH BABY

mimijumi releases the “Very Hungry” 8oz as complement to breastfeeding.

November 16, 2009, NASHVILLE, TN – mimijumi, LLC launches their unique breast-like baby bottle in boutique retail locations nationwide. Gold Award Winner of the Spark Design & Architecture Awards, the mimijumi “Very Hungry” 8oz bottle is designed to replicate the look and feel of a mother's breast. Bold color and soft textures are combined to give the bottle a distinctive, eye-catching appearance.

The American Academy of Pediatrics (AAP) advocates breastfeeding as the best for babies, mothers and families. “There is no more proven bonding experience than breastfeeding, but breastfeeding is not always possible” states creator of the bottle and board certified child psychiatrist, Dr. Bill Colomb. “At mimijumi, we have developed an innovative baby bottle to create a natural feeding experience that promotes healthy child development through parent-child bonding.”

The breast-like design of the mimijumi “Very Hungry” bottle continues the mother-child bonding experience, providing a calming effect on the baby. Less stress for the baby equals a calmer, less stressed mother. Working mom Lisa Vegors has a 5 month old son who she says “would not take any bottle” until she gave the mimijumi “Very Hungry” a try. “Elijah downed 3 oz. of milk in less than 3 min. It was like a miracle. I finally feel like I might get a little freedom back,” exclaims Vegors.

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mimijumi's “Very Hungry” 8oz bottle is designed to closely mimic the breastfeeding experience with the color, form and texture of the nipple resembling the appearance of a mother's breast. The bottle is made from highest quality BPA-free plastic and the nipple is made from food grade silicon to ensure safety and comfort. mimijumi President Dr. Frank Drummond describes the bottle as “easy to open, easy to clean and easy to fill with a wide mouth opening, screw on one-piece nipple and skid-free base.” The one-piece nipple includes an integrated ventilation system to aid in digestion and reduce colic further helping to calm the baby.

mimijumi, LLC based in Nashville, TN is a new design company that specializes in simple, safe and natural products for the modern family. mimijumi products are made for both baby and parent to create the most natural experience possible. On sale now are the “Very Hungry” 8oz bottle and replacement nipples in three flow rates. The “Very Hungry” is the first of an upcoming line of products. To find a retail store near you, please visit www.mimijumi.com. For press inquiries, contact mimijumi, LLC, Nashville, TN, 615-512-6588.