

## CHICCO AT THE KIND UND JUGEND 2024

Chicco is back at Kind und Jugend, one of the main international events dedicated to the world of childhood, **with lots of novelties and a new claim** that highlights the company's long-standing commitment to supporting parents on the incredible journey that begins when a child joins the family.

Chicco products and solutions are a valuable ally, meeting real needs with optimal solutions and encouraging mothers and fathers to enjoy the parenting experience. The company's message to parents is to live and love each moment in a unique way: **Live it. Love it.**

The innovative products developed by Chicco are the outcome of dedicated research, dialogue with parents, observation of children, work by the Chicco Research Center and continuous collaboration with experts and the medical world to meet the ever-changing needs of families.

### JUVENILE

#### POLLY ARMONIA



The new Polly Armonia combines **contemporary design and comfort for the child**: a single product that can be used from birth as a reclined cradle and then become a highchair and finally a chair. A functional product that stands out for its design and adapts to any household setting, even the most modern, thanks to the many variants and finishes available.

**Polly Armonia has a fully reclining backrest** and is equipped with a soft, wrap-around reducer cushion made of organic cotton and designed in collaboration with the Chicco Research Center to **guarantee comfort and contain the baby from birth**, providing a cosy nest. Thanks to the 6 different colours available, Polly Armonia blends perfectly into any environment. Its wood-, marble- and metal-effect finishes, each combined with a dedicated seat cushion, give the highchair a timeless, refined look.



**Polly Armonia can be adjusted in height to 9 different positions**, and thanks to its **4 wheels** it is easily transportable to any room in the house. Once closed, it is compact and space-saving. As the child grows Polly Armonia becomes a chair approved from 3 years up to 40kg!

Also available as a separately sold accessory is a **toy bar** to be installed in both reclined cradle and highchair modes, designed for the psychomotor development of the child and inspired by the Montessori Method. The different shapes, materials and colours stimulate sight, hearing and touch, allowing the child to train hand-eye coordination and promoting fine motor skills thanks to the coloured balls that the child moves along the wire, encouraging attention and concentration.

## NURSING NOVELTIES

### PHYSIOFORMA® DUAL SOFT



**Dual Soft is Chicco's new Physioforma soother, with a unique design** and integrated teat that gives maximum comfort, thanks to its double softness. It is made of silicone and has a small, soft, thin shield to be even more gentle on baby's face.

Dual soft is two-coloured and is available in many different shades.

**All Chicco soothers have the PhysioForma® teat: the functional anatomical shape** chosen by Chicco for all its soothers, born from the collaboration between paediatricians, orthodontists, speech therapists and the Chicco Research Center. **This shape adapts to the palate and maintains the physiological positioning of the tongue**, high on the palate correctly stimulating the functions of the mouth.



Available in different sizes and colours

#### What is Physioforma?

**PhysioForma® is the functional and anatomical shape chosen by Chicco for all its soothers**, born from the collaboration between paediatricians, orthodontists, speech therapists and the Chicco Research Center, to promote and correctly stimulate the vital functions of the mouth, maintaining the physiological positioning of the tongue, high on the palate:

- **BREATHING**→ The special PhysioForma™ shape adheres perfectly to the palate and allows the tongue to have its own space and position itself forwards and upwards. This creates an ideal open airway that supports physiological breathing and maintains correct oxygen saturation.
- **SUCTION**→ PhysioForma trains the first of the child's vital activities: NON-NUTRITIVE SUCKING
- **SWALLOWING**→ encourages the vertical movement of the tongue on the palate by promoting the gradual transition from infantile to mature swallowing.
- **CHEWING**→ trains a physiological muscle action that, together with correct tongue position and nasal breathing, is crucial for the alignment of the teeth and, consequently, for the quality of mastication.
- **PHONATION**→ its shape favours the physiological position and mobility of the tongue and the regular alignment of the teeth. All this is preparatory to the development of correct language articulation.

Physioforma can, therefore, have a positive impact on the development of the mouth and its functions, as it allows the **tongue to position itself correctly, thus ensuring harmonious development of the palate and correct stimulation of all its parts.**

**PHYSIOFORMA™: the unique and exclusive shape of Chicco soothers**



**A thin, concave shape that points upwards::** leaves room for the natural position of the tongue



**Special tiny ridges:** reproduce the natural ridges of the palate, and serve as a point of reference to guide the tongue into the correct position



**Lateral curves:** distribute the pressure of the tongue on the palate, allowing it to develop correctly

**THE PHYSIOFORMA DUAL SOFT RANGE**

**0-2m**



**2-6m**



**6-16m**



**16-36m**



**STIMOLATTE BREAST PUMP**

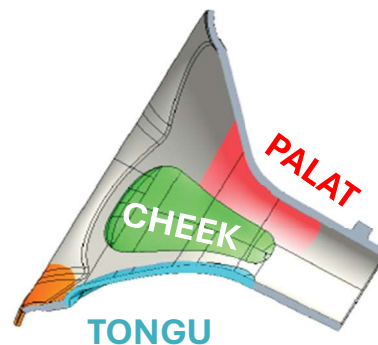
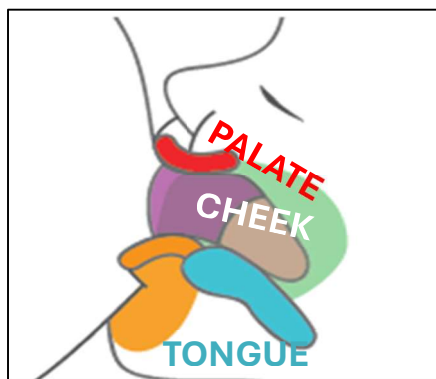


Chicco's new Stimolatte Breast Pump is a product full of innovation thanks to the new cup that bio-mimics the natural movement of the baby's mouth during breastfeeding and can be rotated up to 180°.

The cup is **100 per cent silicone** and, thanks to its construction using **bi-injection technology**, has parts with different thicknesses: **thicker silicone** for the cup structure and 'non-massage areas' (transparent area) and **thinner silicone** to allow targeted physiological massage (pink areas).



**Each part of the cup represents a specific area of the child's mouth: the pink petals represent the tongue and cheeks, and the transparent area the palate.** When using the breast pump, all parts of the cup mimic the movements of the baby's mouth, actively and gently massaging the part of the breast in contact with the pink 'petals'.



Thanks to the possibility of rotating the cup up to 180°, Stimolatte is able to simulate the effect of the 3 main natural breastfeeding positions thus emptying the 4 main quadrants.

Stimolatte offers 3 modes of use (stimulation, standard expression and intense expression) and 10 intensity levels to be selected as needed. Rotation and 'no-massage areas' ensure that the most delicate or painful areas are spared.

**How it works:**

After about two minutes of stimulation Stimolatte automatically switches to the standard expression phase. Intense expression, on the other hand, is suitable for mothers who are already breastfeeding, or for those who need to empty their breasts more thoroughly.

Stimolatte has a modern design that makes its use even more functional thanks to a small motor that can be quickly recharged via USB cable. With a full charge Stimolatte can be used for about 150 minutes at average levels and a full charge is achieved in 4 hours.

It is easy and intuitive to use thanks to battery, usage time, mode and intensity indicators, and automatically switches off after 30 minutes of use.



Live it. Love it.

## **Chicco**

*Chicco prides itself on being right beside families, listening to their needs and supporting them, thanks to the company's broad expertise with children, gained through its extensive range of products and services. Innovative products are designed and developed with dedication, through discussions with parents, observing children, the work of the Chicco Research Center and its ongoing collaboration with experts and with the world of medicine and science. Today, supporting families also entails thinking about the world they will grow up in and their future, which is why we are constantly committed to acting responsibly, with the utmost respect for people and the environment. Today Chicco is present in more than 120 countries worldwide.*

For further information:

**Artsana Group – Press Office Chicco**

Manuela Cervelli – [manuela.cervelli@artsana.com](mailto:manuela.cervelli@artsana.com)