

CHILDCARE BRAND OF THE YEAR

Snuggle Shield

Snuggle Shield is a revolutionary new childcare product that's making the world a safer place for our little ones. Founded by Nicole Noar and supported by her husband Kevin, this brand has redefined what it means to protect newborns in various environments. The inception of Snuggle Shield came from a personal experience when Nicole, shortly after the birth of her son Deklan, recognised the inadequacy of the basic car seat cover she was using as it failed to protect her baby from the strong fumes permeating the air. Nicole's professional background as a nurse immediately drove her to seek a solution. As a result, she envisioned a product that would offer comprehensive protection while being soft, stretchy and breathable. In this moment, Snuggle Shield was born, integrating medical grade materials to ensure the utmost safety for infants.

One of the most remarkable features of the Snuggle Shield is a front pocket specifically designed to hold custom medical-grade filters. These filters are composed of four layers of level three surgical mask material, which have been rigorously tested for breathability and bacterial filtration efficiency (BFE 99.8%). This innovative approach ensures that the cover not only shields infants from germs, viruses and bacteria but also from pollen, allergens, pet dander, pollution, smog and smoke – a particularly crucial feature for immunocompromised newborns. It serves as both a car seat cover and a nursing cover, catering to the multifaceted needs of modern parents. The use of tortoise buttons and magnets enhance the custom fit on any infant car seat, while adding a unique, high-end aesthetic that distinguishes Snuggle Shield in the market.

The judging panel was particularly impressed by the easy-to-use design of the Snuggle Shield. It is lightweight, soft and breathable, providing comfort to the baby while ensuring protection and the filters, made from medical grade surgical mask material, can also be used up to seven times or until they become visibly soiled, moist, or lose their shape. By integrating intuitive features and thoughtful design elements, Snuggle Shield epitomises simplicity, making it a go-to choice for discerning parents seeking practicality and functionality in childcare products. It assures effortless infant safety, wherever you are.

