

PRODUCT DATASHEET

Doidy Cup the uniquely *slanted* open training cup



PURPOSE:

Scientifically designed with a unique slant to teach infants to drink from an open cup NOT a spout or teat. Doidy Cup can be used from 3m+ for feeding expressed or formula milk and avoids the need to introduce a bottle or spouted cup in the weaning process. The Doidy Cup has also been successfully used with special needs children and adults as well as the elderly.

BENEFITS:

- The two-handed cup is easy to use from 3m+ and babies find the drinking action is the same as in breast feeding.
- The slant is designed to allow the child to see the contents of the cup clearly and eliminates the need for forward and backward motion of the head – the main cause of spillages.
- Drinking from The Doidy Cup encourages good oral movements and helps to develop chewing skills as the jaw, tongue and mouth muscles are used. It also helps with the development of hand eye co-ordination.

RECOMMENDED:

Health Professionals including Doctors, Dentists, Health Visitors, Dietitians, Midwives and Speech Therapists endorse the Doidy Cup to help prevent long term health problems caused by delayed weaning from the bottle which include – **tooth**



decay (early childhood caries), speech problems, anaemia, malnutrition and poor feeding technique & lip/tongue control.

Doidy Cup is encouraged by the National Childbirth Trust. The UK Government, BDA, OHPG and other health groups recommend the introduction of an open cup from 6m and the stopping of bottles or spouted cups by 1 year of age.

TECHNICAL

Available in 17 colours - **Doidy is made from virgin food safe HDPE and DOES NOT contain Bisphenol, Phthalates or PVC.** The cup is recyclable, can be sterilised in a steamer or microwave steamer, is top shelf dishwasher and freezer proof. All colours conform to BS EN14350. We recommend caution when warming some drinks (in particular milk) in a Doidy using a microwave as it can lead to patchy heating of the plastic. HDPE is stable in a temperature range of -18°C and +100°C and we strongly recommend not going outside of this temperature range.

PACKAGING & PRICING:

Single pack MRRP £3.80.

PIP Code: Colour Specific

Export Commodity Code: 39241000

Sales unit EAN Code: Colour Specific

This product is Standard VAT in the UK at 20%

For wholesale and multiple retail pricing please contact us using the details below.

DOIDY CUP HISTORY:

Developed and first produced in the 1950's by a British technical draftsman whose son had impeded speech development through prolonged use of teated bottles. So called because his son pronounced Daddy as Doidy – the iconic slanted design has stood the test of time practically and visually. The product is one of a small few plastic products still made in the U.K.

AVAILABILITY:

UK: Amazon, Asda, Dunelm, John Lewis, JoJoMamanBebe, Kiddicare, Ocado, Sainsbury's, and all good pharmacies.

Overseas: Australia, Bulgaria, Canada, China, Cyprus, Czech Republic, France, Germany, Hungary, Hong Kong, Indonesia, Ireland, Japan, Latvia, Lithuania, Malta, New Zealand, Poland, Romania, Singapore, Slovenia, South Africa, South Korea, Spain, Taiwan, USA

CONTACT:

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