



Dental soother

„Miss Denti“ by nip



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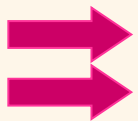
Analysis:



- Prevention of tooth and jaw misalignment
- Wavy shaft



- Promotion of a healthy development
- Prevention of tooth and jaw misalignment
- Shaft and teat are very thin and soft



Both soothers have a narrow shaft

Narrow teat exerts high focused pressure on jaw and teeth

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What dentists can tell us about sucking on soothers:



What dentists can tell us about sucking on soothers:

- Incisors are the most sensitive teeth to the pressure exerted by sucking on soothers, and yield the soonest.
- Soothers push the upper incisors forward, making the upper jaw longer and, as a result, the jaw arch becomes narrower.
- The more the pressure generated by sucking is concentrated in a specific area, the greater the force exerted on the corresponding tooth or part of the jaw will be.

Prolonged and intensive sucking on soothers can cause tooth and jaw misalignment.

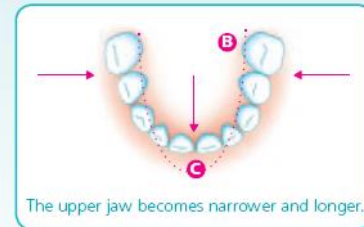
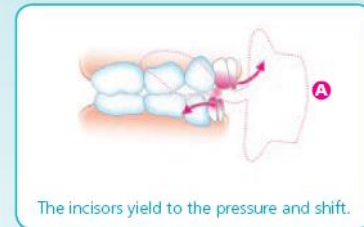
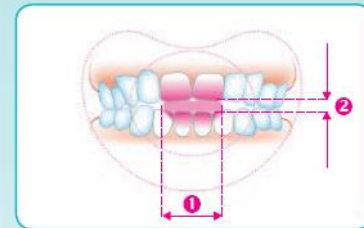
How this manifests itself is dependent upon various factors (in descending order of importance):

- Genetic make-up and genetic disposition
- Sucking habits (frequency, duration and intensity of soother use)
- The width of the teat ❶
- The thickness of the material or the wall thickness of the teat ❷

Sucking on a teat causes pressure to be exerted on the sensitive jaw and the incisors through the area of the teat which sits between the upper and lower milk incisors.

The most common types of tooth and jaw misalignment are:

- Open bite **A**
- Cross bite **B**
- Overjet **C**



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Miss Denti vs. Conventional Soother

Conventional Soother

During the development phase, a baby's teeth and jaw are extremely sensitive and can easily move out of place. Conventional soothers feature a narrow shaft, which sits between the baby's sensitive jaws and incisors.

When the child sucks on a conventional soother, it is forced to bite down on the shaft continually and as a result pressure is concentrated on the jaws or incisors (Fig. A-1, B-1). This can cause the sensitive jaw areas and teeth to yield to the pressure and shift (Fig. A-2, B-2). Consequently, this continuous and concentrated strain can impair natural jaw and teeth development, resulting in misalignments.

Jaw without teeth

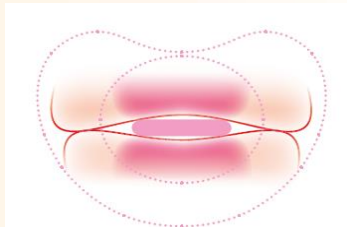


Fig. A-1

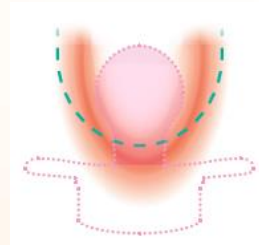


Fig. A-2

Jaw with teeth

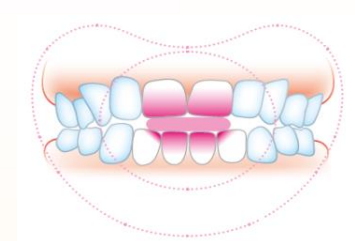


Fig. B-1

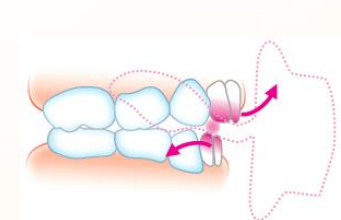


Fig. B-2

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Miss Denti vs. Conventional Soother

Miss Denti

The innovative Miss Denti design has been developed to provide improved protection for children against tooth and jaw misalignment. Miss Denti is a dental soother with patented wings, which feature a much wider shape.

Consequently, the external forces are distributed more evenly and the amount of pressure exerted on each tooth/the jaw area is reduced. This means that the jaw is able to develop in a more natural and healthier way than with a conventional soother.

Jaw without teeth

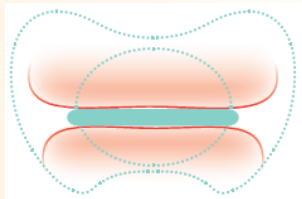


Fig. A-1

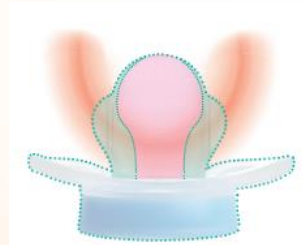


Fig. A-2

Jaw with teeth

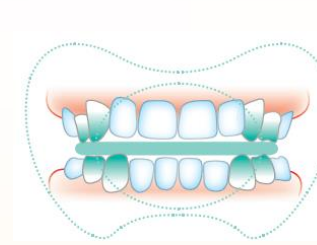


Fig. B-1

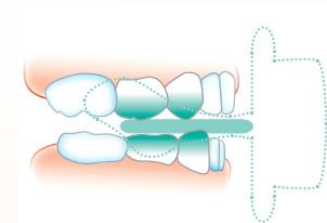


Fig. B-2

Product Concept

- patented wings = USP
- better dental concept: „wider is better“
- unites (almost) all the attributes of a „perfect“ soother

Even the dental soothers which are already on the market do not go far enough to solve the problems caused by the exertion of pressure, because they retain the narrow shape of conventional soothers and do not distribute the harmful forces. The innovative Miss Denti design has been developed in collaboration with orthodontist Dr. Kai Hagemann to provide real protection for children against tooth and jaw misalignment.

Wider is better



- The width of the jaw is stabilised; in other words, more effective protection is provided against the upper jaw becoming narrower and longer.
- The external forces exerted on teeth and jaw are distributed; in other words, the biting pressure per tooth or jaw area is reduced (true of sizes 1 and 2).
- The forces are redirected to less sensitive areas; in other words, from the incisors to the molars, which are able to tolerate significantly higher biting pressure (true of size 3).

Small wings with big impact

The patented wings make Miss Denti much wider than any conventional soother. The wings distribute harmful forces, thereby unloading the sensitive incisors of pressure and as a result providing protection against tooth and jaw misalignment. Sucking on a wide teat also prevents the upper jaw from becoming narrower and longer.



"Clinical tests over a period of more than 3 years show that in the best case scenario Miss Denti size 3 can correct existing tooth and jaw misalignment."

Developed and tested by orthodontist Dr. Kai Hagemann



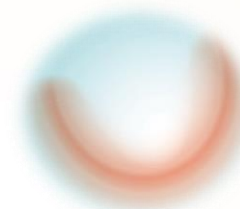
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Miss Denti grows with the baby



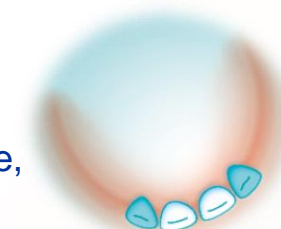
Size 1

- For children without teeth (0-6m)
- The extremely soft tip nestles perfectly against baby's sensitive gums.



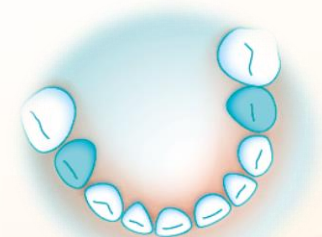
Size 2

- For children with first teeth (5-13m)
- Features stabilising shafts for additional bite resistance, providing safety for children with teeth.



Size 3

- For children with first molars (13m+)
- Features stabilising shafts for additional bite resistance, providing safety for children with teeth.



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Quality

- Teat and soother shield are designed for a perfect fit at each stage of baby's development
- Chin protection prevents skin irritation above the chin
- Rounded shield edge protects against pressure points
- Large ventilation openings enable baby's sensitive skin to breathe perfectly
- Soother and shield are manufactured from comfortable and soft PP
- BPA free

Convenience

- Soothes baby and protects milk teeth
- Compatible with nip soother band
- Fits inside nip hygienic soother case

Lifestyle

- Specific colours for boys and girls: available in two mellow pastel designs and two trendy metallic-look designs
- Stylish and attractive packaging



Product Data

Dimensions:

84 x 175 mm

POS presentation:

Can be hung or stood

Versions:

4 colours



Shipping Unit:

Shelf Unit:

8

Second placement:

Promotional display „Miss Denti“

Languages:

Folded Box 1: front side: DE
back side: DE/GB/FR/IT/NL

Instructions: 11 languages
(DE/GB/FR/IT/NL/ES/IL/PL/RO/TK/RU)

Item no.:

31800, 31801, 31802

PZN:

size 1: 6588862, size 2: 6870475, size 3: 6870570

