



PRODUCT DATASHEET

The Doidy Cup – the uniquely *slanted* open training cup from the makers of Bickiepegs

HISTORY:

Developed and first produced in the 1950s by Tom Pickering, a British technical draftsman whose son had impeded speech development through prolonged use of teated bottles. The product is one of a small few plastic products still **made in the U.K.**

PURPOSE:

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

BENEFITS:

- The two handled 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 is UNICEF 'Baby Friendly' and is encouraged by the National Childbirth Trust.

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.

AVAILABILITY:

UK: Amazon, Boots, John Lewis, JoJoMamanBebe, Kiddicare, NCT, Toys R Us and all good pharmacies.

Overseas: Australia, Bulgaria, Canada, China, Czech Republic, Germany, Hong Kong, Iceland, Indonesia, Ireland, Japan, Latvia, Lithuania, New Zealand, Poland, Singapore, Slovenia, South Africa, South Korea, Spain, USA

CONTACT:

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