



# NOVATEX

Germany

Global supplier of quality  
infant care products



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# Corporate philosophy

For more than 35 years Novatex has been dedicated to the needs of infants and their parents.

Our highest priority is the quality and safety of each product we manufacture.



# About NOVATEX

## The company

- German mid-sized family business
- Established in 1984
- Over 250 employees worldwide
- Production facility in Germany: Wernigerode
- International production facility: Ashland, Ohio
- Joint ventures in Europe and Asia

## Business areas

Novatex is supplier in more than 70 countries.

- Retail trade
- Drug stores
- Online trade
- Private Label
- Supplier for brands





## Our brands



# BRAND PHILOSOPHY

Babies quickly become the focal point of their parents and, of course, they only want the best for their child.

That's what we want from Dentistar too.

Our Dentistar products focus on carefully selected premium products that help parents make their lives easier and support a healthy and safe development of their little ones.

In addition to general health aspects and a healthy diet, Dentistar specializes in dental health. We value the highest quality and flawless materials. That is why we design and produce most of our products in Germany.



# FOR THE STAR IN YOUR LIFE



## The only pacifier with the Dental-Step

Proven to prevent  
tooth misalignment



Made in  
Germany



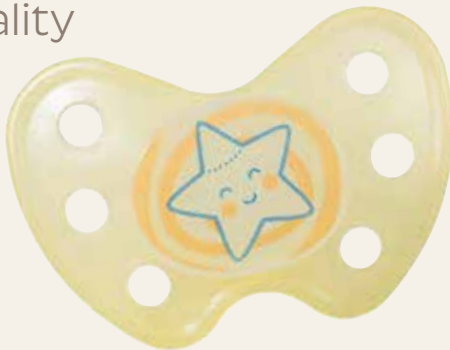
<sup>1</sup> Long-Term Study of the University  
Witten/Herdecke, 2012, n=45

<sup>2</sup> according to EU regulation

# MARKET POSITIONING

## Philosophy

- World's best pacifier
- Scientifically proven benefits
- Highest quality



## Product positioning

- Unique Selling Proposition
- Innovative und modern design
- High quality packaging



## Price positioning

- Premium segment
- High stock turnover rate
- High retail margin



# TARGET GROUP

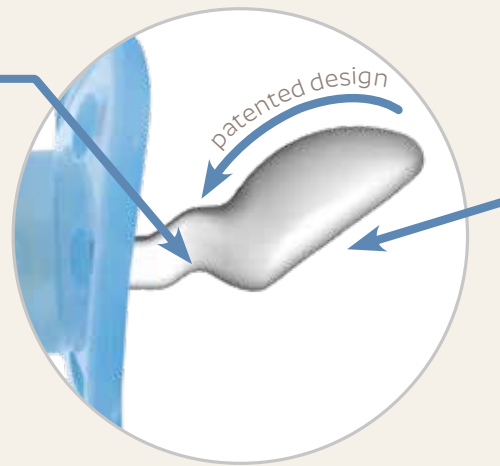
- Pregnant women and parents
- Quality and health are very important
- The healthy development of the child is a critical factor when choosing products
- Willingness to consume higher quality products
- Appealing design affects the purchase decision



# THE SECRET OF THE DENTISTAR

## Dental-step & extra flat shaft

The distance between the upper and lower incisors is reduced thanks to the dental-step. The pressure on the jaw and teeth is reduced up to 90%<sup>1</sup>. This verifiably prevents misaligned teeth.



## Much more room for the tongue

As the mouthpiece is adjusted to the shape of the palate and angled upwards, the tongue retains its natural clearance to the front and tongue dysfunctions (e.g. lisp) can be avoided.

<sup>1</sup> In comparison with conventional pacifiers.

# LONG-TERM STUDY



Prof. Dr. Stefan Zimmer and his team have spent 27 months researching the effect of sucking a pacifier on the development of a frontal open bite.

"The Dentistar pacifier can be recommended for children up to the age of 27 months."

## Dentistar pacifier

Three out of 45 children had an open bite.

This is less than seven percent.

7%

## Normal pacifier

21 out of 42 children had an open bite.

That is 50 percent.

Every second child is affected!

50%

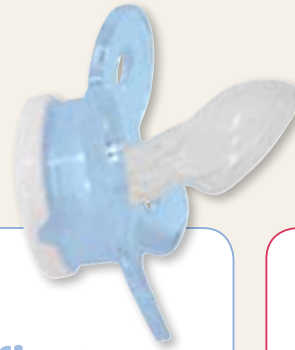
## No pacifier

In the control group (no use of a pacifier), none of the children had an open bite.

0%

# THE RIGHT SIZE

**0-2**  
Mon.



## For the first months

especially for newborns  
The extra small mouth shield is specifically adapted to the newborns delicate face shape.

**0-6**  
Mon.



**From birth on**  
until the breakthrough  
of the first front teeth  
The dental-step in size 1 is only slightly pronounced.

**6-14**  
Mon.



After the breakthrough  
of the first  
**front tooth**  
The dental-step is more pronounced and the natural development of the first milk teeth will be optimally supported.

**14+**  
Mon.



After the breakthrough  
of the first  
**back tooth**  
The mouth shield of size 3 is slightly larger. The pressure on jaw and teeth is reduced significantly by the pronounced dental-step in the mouthpiece.



# DENTISTAR SIZE 0

- especially for newborn babies till approx. two months
- extra small mouth shield
- this lightweight pacifier makes it much easier for the baby to keep it in the mouth while asleep



Made in  
Germany

<sup>1</sup>according to EU regulation  
Motives and colors may vary.

# DENTISTAR SIZE 1,2,3



Made in Germany

<sup>1</sup>according to EU regulation  
Motives and colors may vary.

# DENTISTAR NIGHT SIZE 1, 2, 3



silicone

BPA free<sup>1</sup>



Made in Germany

glows

<sup>1</sup>according to EU regulation  
Motives and colors may vary.

# DENTISTAR WITH PROTECTION CAP

- Dentistar Standard with ring size 1, 2, and 3 and Dentistar Night size 1, 2 and 3
- With removable protection cap for the pacifier
- Six cute and modern designs and colors



Made in Germany

¹according to EU regulation  
Motives and colors may vary.



# DENTISTAR FLAT SHIELD

- Dentistar with ring size 1, 2, and 3 and Dentistar Night size 1, 2 and 3
- the extra skin-friendly pacifier
- with extra flat mouth shield for less skin contact
- perfect for babies with sensitive skin
- prevents imprints and facilitates natural skin transpiration
- extra light
- with removable protection cap for the pacifier



with  
extra flat  
mouth  
shield



silicone

BPA  
free<sup>1</sup>



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<sup>1</sup>according to EU regulation  
Motives and colors may vary.

# PRODUCT RANGE DENTAL CARE

## Oral Cleaning Finger

- baby's first dental hygiene
- gently cleans the first teeth
- produced with antibacterial zinc oxide



## Oral Care Set

- especially soft and flexible bristles
- made of extra soft silicone
- tooth Gel with specific formular without fluoride



## Tooth Care Starter Set

- for the gradual familiarization of brushing teeth
- with Brushing Trainer, Teeth-brush and Tongue Cleaner



# PRODUCT RANGE TEETHER

## Glow In The Dark Teether

- gently massages the irritated gum
- glows in the dark



## Star Teether

- gently massages the irritated gum
- the tips reach until the back teeth



## Cooling Teether Star

- gently cools and massages the irritated gum
- with small handle – easy to hold



# PRODUCT RANGE FEEDING

## Food Pouch

- reusable – made of silicon
- with two different drinking spouts – 2 in 1 bottle and food pouch



## Heat Sensitive Spoon

- the spoon discolors when in contact with overheated food
- with extra-long handles to easily reach the bottom of deep glasses



## Food Feeder

- safely feed solid meals
- hygienic and practical for traveling
- perfect for frozen, mashed or fresh pieces of fruit and vegetables





# PRODUCT RANGE ACCESSORIES

## STOPPi®

- eases the pacifier withdrawal
- recommended by leading orthodontics
- lies perfectly in the mouth, thanks to the bite block bar at the back



## Pacifier & Disinfection Box

- ideal for on-the-go – for hygienic storage
- for easy and quick disinfection suitable for the microwave



# OUTLOOK 2020

**Feeding Bottle**  
Q4 2019

**Q4**  
2019



**Pacifier Clip Star**  
Q1 2020

**Q1**  
2020



**Bottle 2.0**  
Q3 2020



**Q3**  
2020

**Q4**  
2019

**Straw Cup**  
Q4 2019



**Q4**  
2019

**Tooth Gel, further sorts**  
Q4 2019

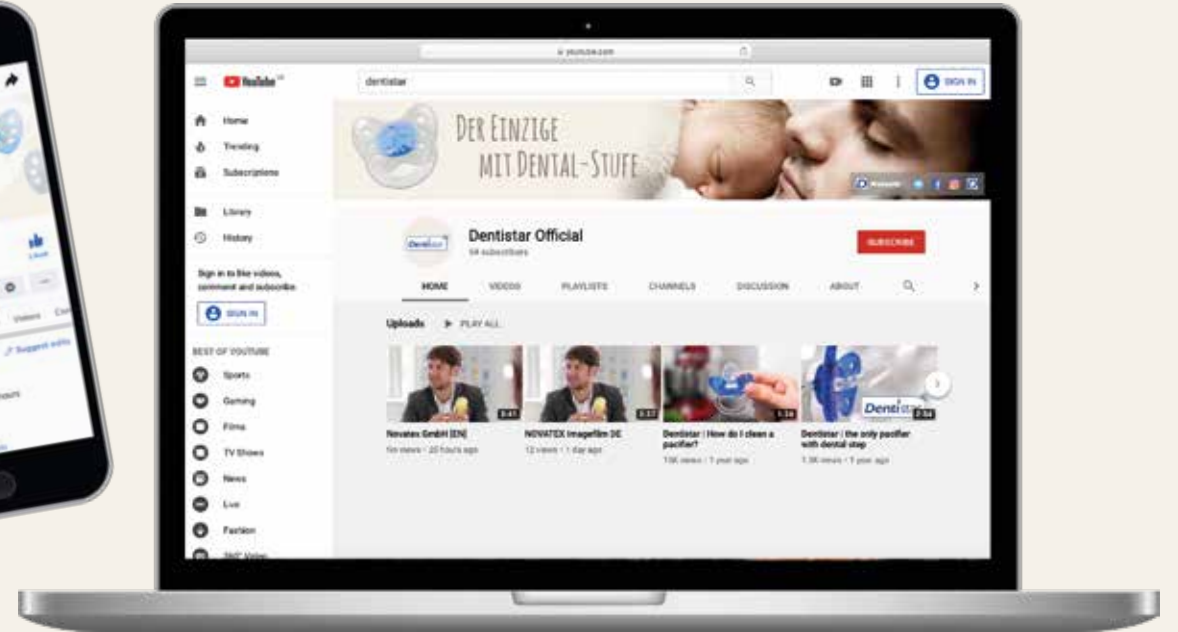


**Q4**  
2020

**New Pacifier Design**  
Q4 2020



# SOCIAL MEDIA





**BABY.NOVA**

## Brand Philosophy

Designed with heart and oriented towards real life.

Life with babies is not always easy and every parent knows what real life looks like with small children. Wild and full of surprises! It is important to have a partner who supports and makes everyday life with children easier and more reliable – Baby-Nova!

We give parents peace of mind – the security of doing the right thing for the future of their child. The security of getting creative products that look good. Because we at Baby-Nova listen, play along and develop new ideas every day to keep our product range exciting. So that parents have time to enjoy life with their little ones.

**NOVATEX**



# Product range

## Pacifier, Bottles, Feeding Teats



# Product range Cups, Dishes for Children



# Product range Baby Care and Toys



## Social Media





A close-up, low-angle shot of a young child with blonde hair, lying on their back and smiling broadly at the camera. The child is wearing a dark blue shirt with white stars and a striped shirt underneath. The background is a plain, light-colored wall.

# Thank you!

**NOVATEX**

Germany

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