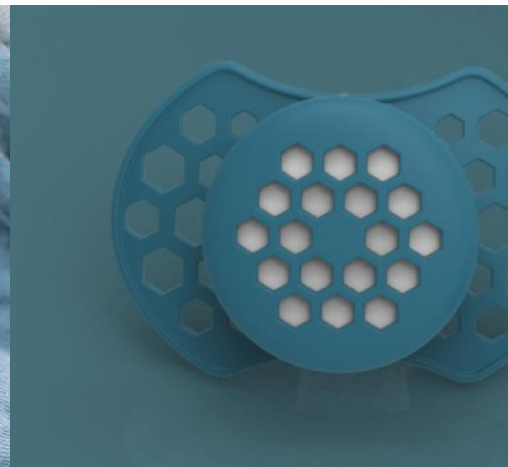




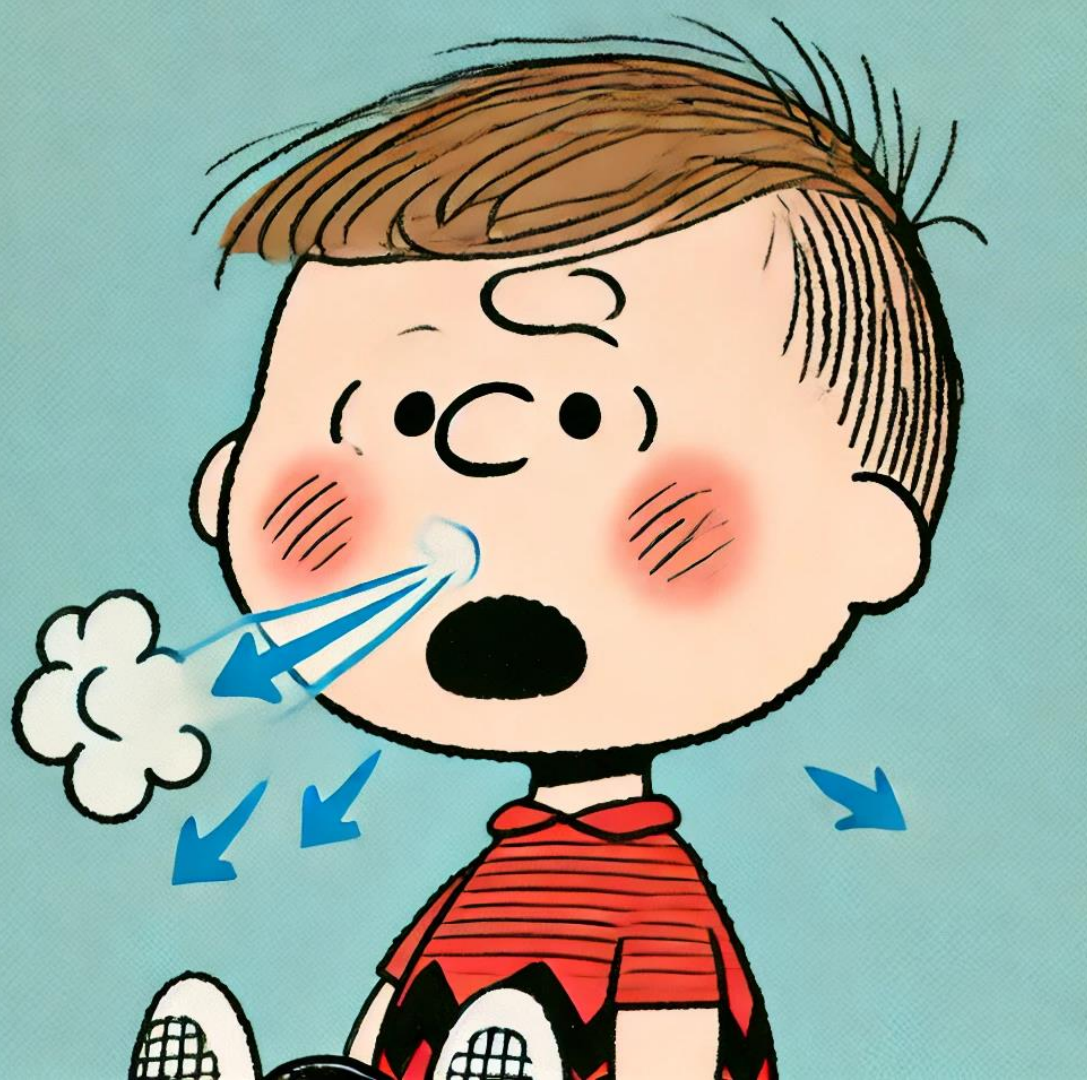
BREEASE®

A breakthrough solution
designed to alleviate
infant breathing
difficulties



Did you know that infants often breathe through their mouth and nose simultaneously?

- Studies^{1,2} show that 30% of the air infants breathe comes through the mouth.
- When nasal passages are congested, this can rise to 100%.
- Conditions like colds, allergies, and pollution can cause serious breathing issues.

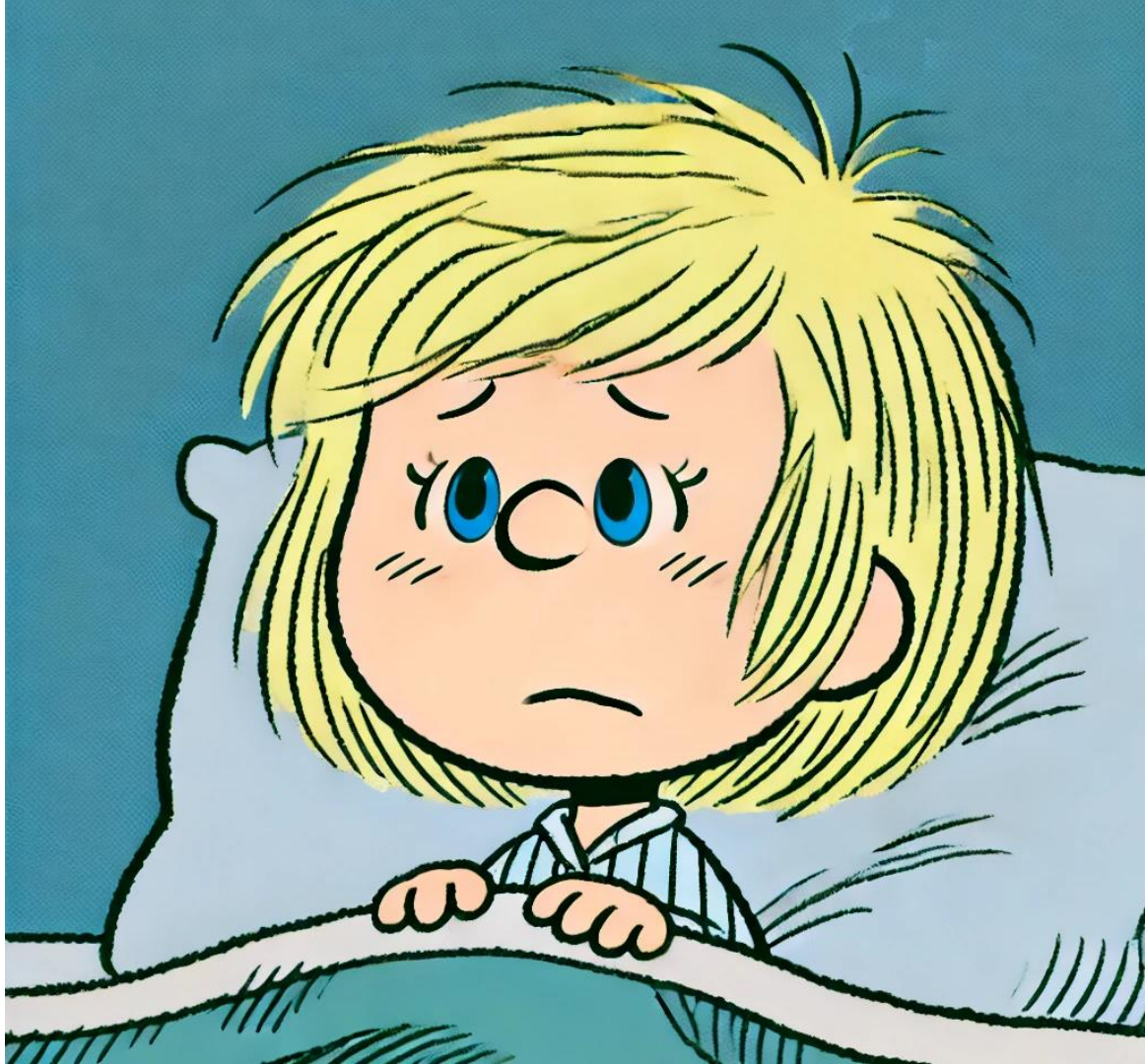


1. Rodenstein DO, Perlmutter N, Stănescu DC. Infants are not obligatory nasal breathers. Am Rev Respir Dis. 1985 Mar;131(3):343-7.

2. Miller MJ, Martin RJ, Carlo WA, Fouke JM, Strohl KP, Fanaroff AA. Oral breathing in newborn

What makes nasal congestion so concerning?

- Common triggers include colds, pollen, and pollution.
- Infants rely on open nasal passages for comfortable breathing.
- Breathing issues can disturb sleep, feeding, and overall health.



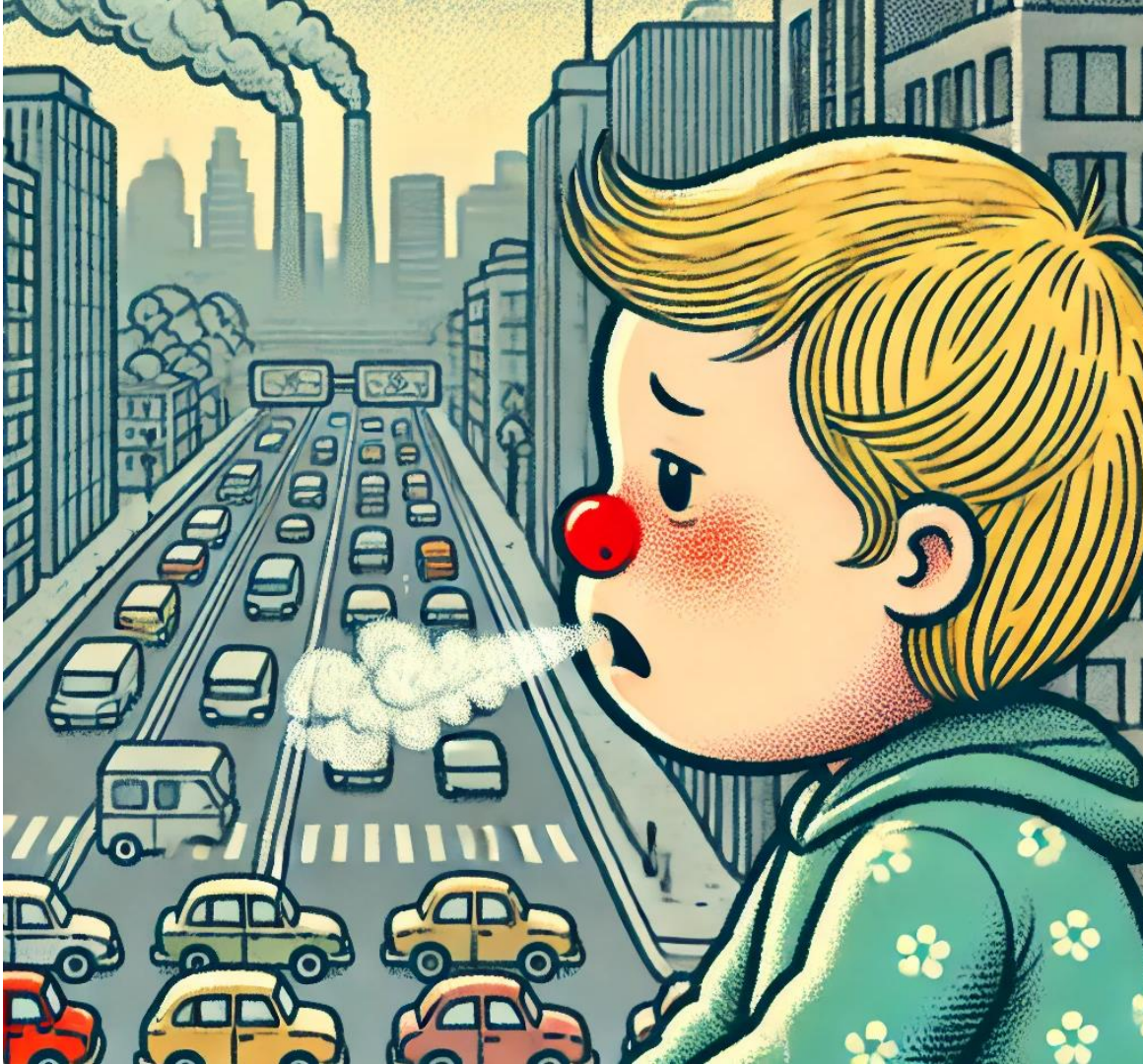
The general impact of air pollution on infants

- Air pollution is a serious global health threat.
- Children, especially infants, are more vulnerable due to developing respiratory systems.
- Exposure to polluted air increases the risk of respiratory diseases, including asthma and bronchitis.



Impact of pollution on nasal breathing

- Pollution causes nasal inflammation, congestion, and irritation.
- Children with asthma or allergies experience worsened symptoms.
- All this leads to **increased mouth breathing**, which reduces the nose's natural air filtration benefits.



Breease®

Designed as a breathing aid in the shape of a “pacifier”

- Breease® is **NOT** a typical pacifier.
- Designed to help babies breathe, especially during nasal congestion.
- Ideal for infants with colds, allergies, while exposed to polluted air and blocked nasal passages.

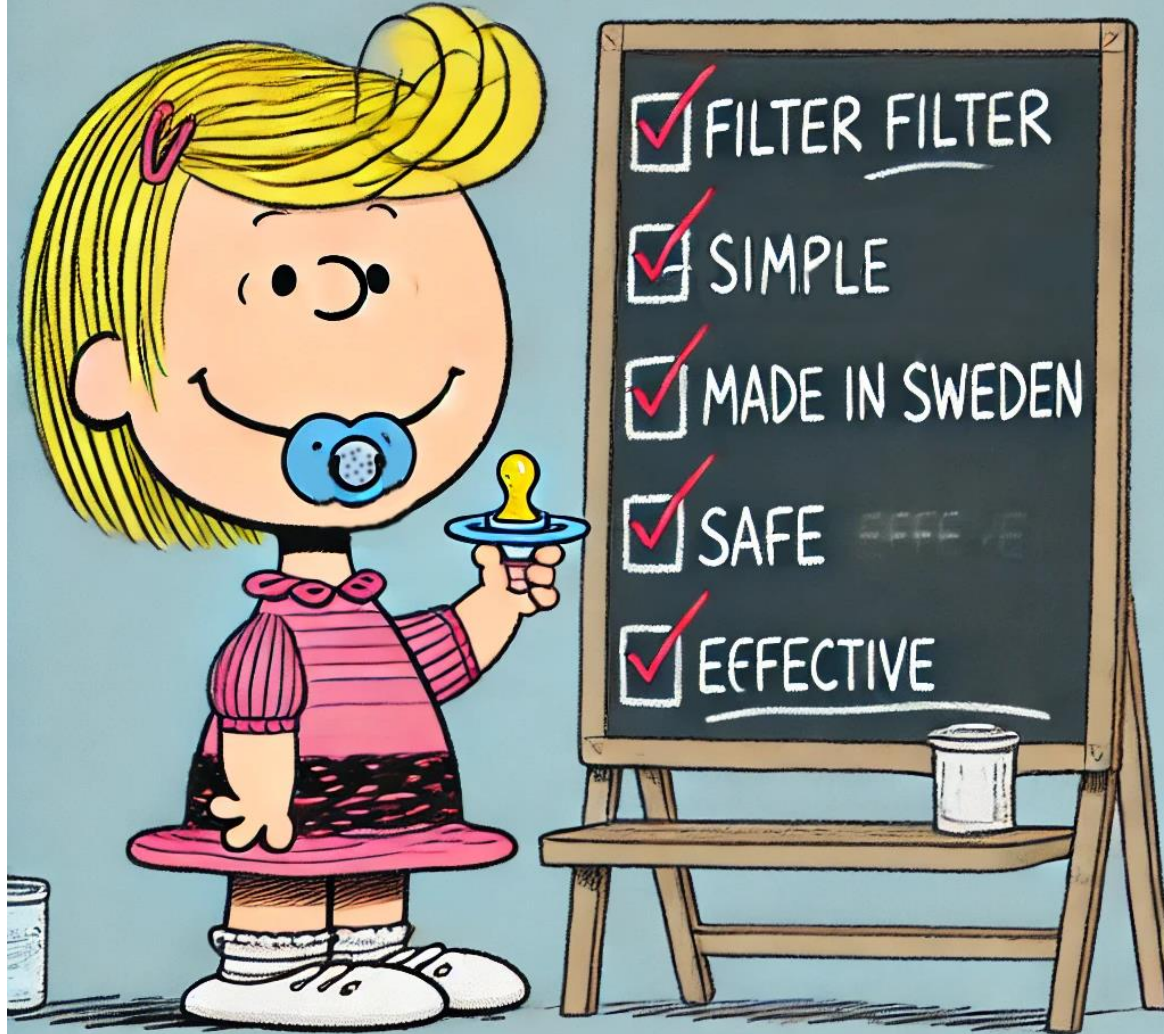


Breease®

Key features

Simple, effective, protective

- High-efficiency PM2.5 filter
- Supports to filter the air your baby inhales
- Designed by doctors, made in Sweden
- Comfortable, safe, and meets European safety standards (EN 1400).
- Available in two sizes & different colours:
 - miniBreease®: 0 – 9 months
 - Breease®: 9 – 36 months



Breease[®]

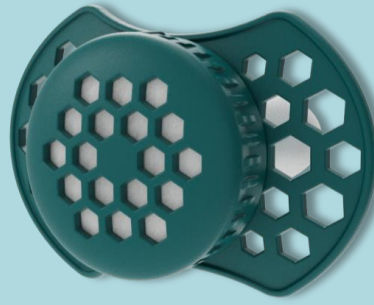
Filtered air, every breath

- Integrated PM2.5 air filter reduces inhalation of pollutants.
- Low airflow resistance, allowing babies to breathe more easily through the pacifier.
- Helps filter out harmful airborne particles such as dust, pollen, and pollutants.



Breease®

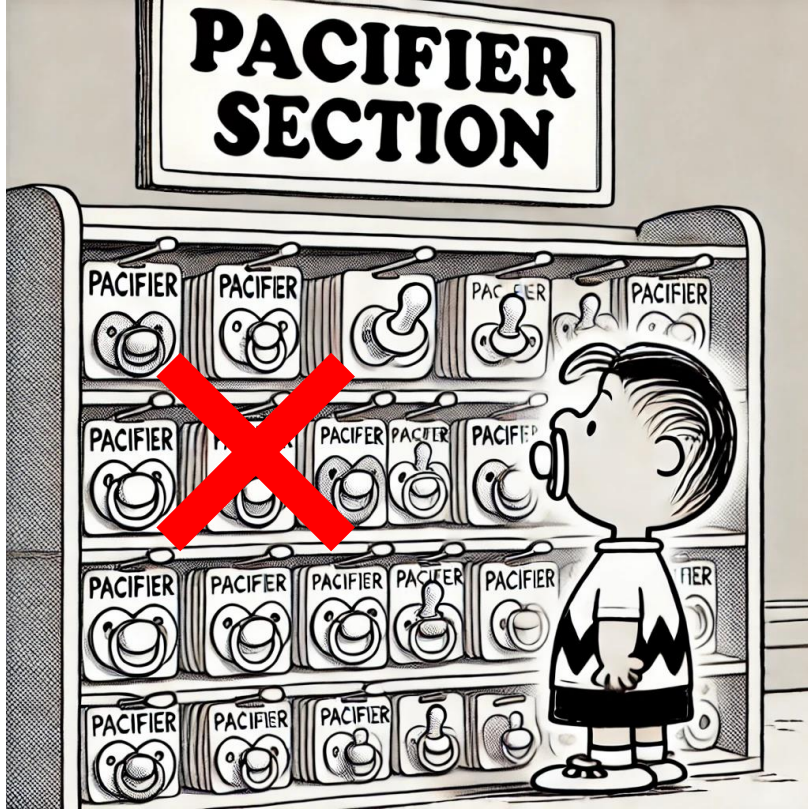
Differences from a normal
pacifier in a nutshell



Feature	Breease®	Regular Pacifier
Primary Purpose	Breathing assistance	Soothing & calming
Air Filtration	Yes	No
Breathing Support	Yes	No
Medical Device	Yes	No

Breease[®] Where to position in stores?

NOT in the pacifier section



In the cough & cold, allergy, inhalation section

