

## **Clevamama develops innovative formula scoop**

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Irish company Clevamama has developed a new single-scoop infant formula dispenser, the 'ClevaScoop', that does away with the need to count scoops when preparing infant formula milk for a baby.

The Clevamama ClevaScoop has been entirely designed, researched, engineered and manufactured in Ireland and has been available in stores and baby departments across the country since 19 November.

Independent tests have shown that the product eliminates the problem of errors in counting scoops which can lead to over-, or under-feeding, potentially resulting in excess weight gain or loss of nutrients in babies.

The tests also showed that, due to condensation, traditional scoops can have a variance of as much as one scoop in a five-scoop bottle when made in accordance to manufacturer's instructions. Unlike traditional dispensers that are included in formula packets, the ClevaScoop isn't prone to becoming clogged due to the steam from boiled water used to prepare infant formula.

### **Practical and easy to use**

"We made this scoop as practical and easy to use as possible. It's designed to be used several times a day, every day up to 12 months. As a parent I remember the concerns I had when making my babies' bottles - did I count correct, did I level my scoop right? I also remember that throwing bottles down the sink was a fairly regular occurrence as I was unsure and afraid I was giving my baby the wrong feed," said Suzanne Browne, co-founder and director of Clevamama.

"Now parents can eliminate all the worries of overfeeding or underfeeding their baby with one simple scoop. As an Irish company we are also delighted to have been able to design, produce and manufactured this product in Ireland."

Browne set up Clevamama with her sister Martina Delaney, further to establishing Handybaby.com in 2003. In the space of seven years, the business has transformed from an online venture, operated from home, to a distribution and manufacturing firm that exports around the world.

[More information on Handybaby.com can be found here.](#)

*Photo: Model and new mum Alison Canavan pictured with her son James, as she tries out the new Clevamama ClevaScoop*

