



## WHO'S A 'CLEVA' MAMA?

**Clevamama**, the award-winning Irish baby products company, 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 your baby. Independent tests have shown that the ClevaScoop eliminates the problem of errors in counting scoops, which can lead to over- or under-feeding and potentially result in excess weight gain or loss of nutrients in babies. All leading baby formulas currently on the market, including Cow & Gate, Milupa, SMA and Aptamil, work to the same dosing measurements, meaning the **Clevamama** ClevaScoop can be used for whichever brand you choose for your baby. The ClevaScoop is easy to use and simple to disassemble for cleaning and sterilising in dishwashers, sterilisers or microwaves. A Guaranteed Irish product, it retails at €12.99 and is available in Tesco stores and other leading retailers nationwide.

