



**Zoom.T Co.,Ltd.**

5-6-10 MINAMI Aoyama  
MINATO-KU TOKYO 107-0062 JAPAN

**OFFICIAL  
FLAGSHIP STORE**

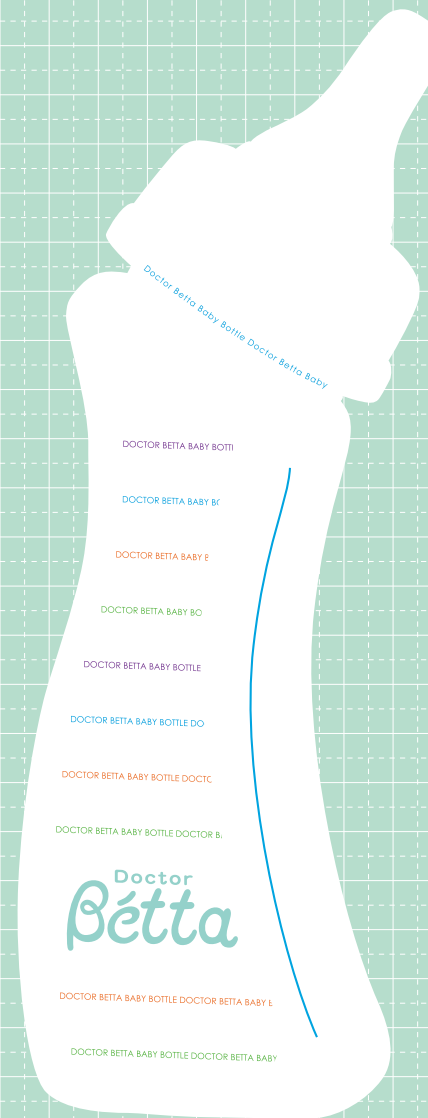
**Bétta tonton**  
T-PLACE B102 5-5-25 MINAMI Aoyama  
MINATO-KU TOKYO 107-0062 JAPAN

**WEBSITE**

Bétta baby store  
[www.betta.co.jp](http://www.betta.co.jp)  
[contact@betta.co.jp](mailto:contact@betta.co.jp)



201901



# Bétta

## ENGLISH CATALOG

made in Japan

# BÉTTA, INVENTED BY PEDIATRICIANS

## ALL THE ADVANTAGES IN A SINGLE CURVE

"Make the ideal feeding posture possible" - this is what the curve on Doctor Béttá baby bottle was made for. Noticing the difference in incidence of sicknesses between breastfed babies versus bottle-fed babies, all the pediatricians involved in the development of our product estimate that "70% of sicknesses that children experience in their first few years of life are caused by a lying-flat feeding posture". Our Doctor Béttá baby bottles are developed for all the bottle-fed babies and we sincerely hope to be your baby's first choice.

Upright feeding position is definitely the best!

## APPROVED BY HOSPITALS



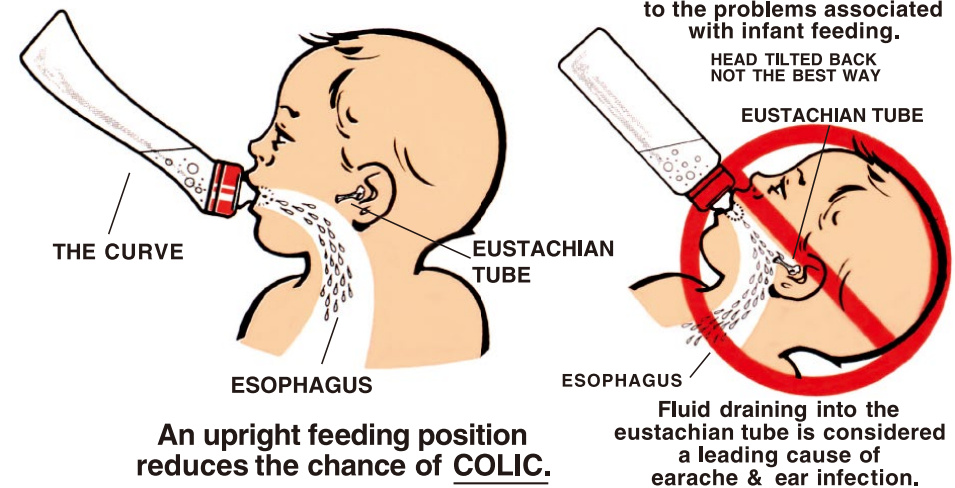
### AN "OUTSTANDING PEDIATRIC PRODUCT"

Béttá baby bottles are the only bottles that have earned this seal of approval from the Alliance of Children's Hospitals.

Now called the Children's Hospitals Association, this top-level pediatricians group in the USA includes more than 220 hospitals for children.

## THERE IS A "Béttá" WAY

### IT'S ALL IN THE CURVE

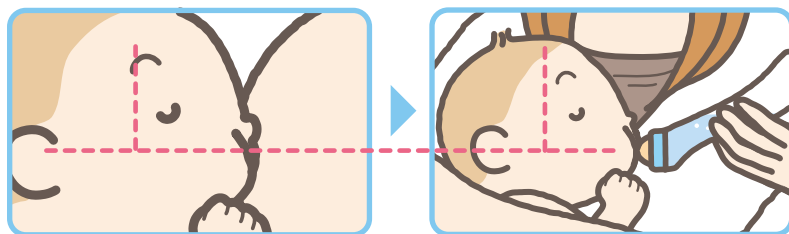
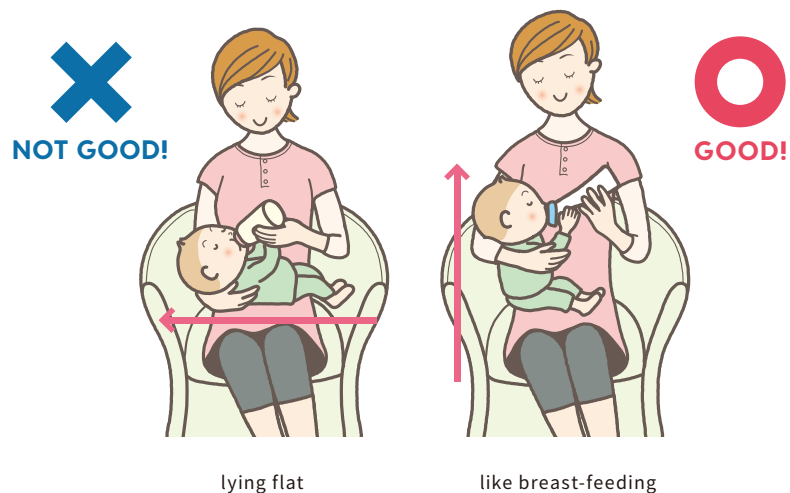


### OFFICIAL AWARDS IN JAPAN

2006	Good Design Award	2011	5th Kids Design Award
2007	1st Kids Design Award as METI Minister Gold Award	2012	6th Kids Design Award
2010	4th Kids Design Award as Award for Excellence	2013	7th Kids Design Award
2010	3rd Parenting Award	2014	8th Kids Design Award
		2015	9th Kids Design Award

# WHY UPRIGHT IS BEST

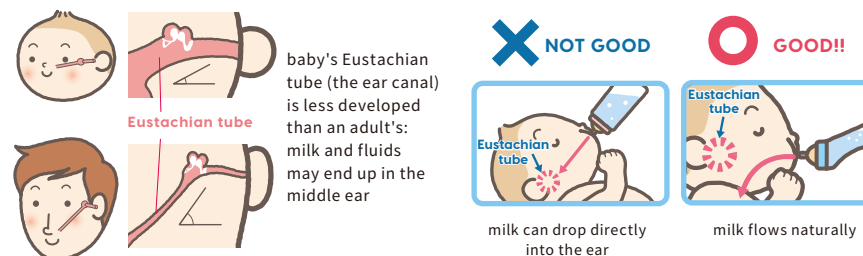
The unique curve on Doctor Béttá baby bottles controls your baby's position, in order to maintain a breast-feeding-like posture. The importance to keep such a drinking angle with the head upright is 1) to prevent any residues from flowing into the ear canals 2) to reduce the amount of air ingested, and 3) to facilitate the swallowing movement, even for babies afflicted with poor feeding. Let your baby drink more easily with all these advantages by "feeding in an upright position" - a philosophy which led many ENT doctors to develop the Doctor Béttá baby bottle.



baby can drink in the same upright position as breast-feeding

## POINT 1

### LESS RISKS OF EAR INFECTIONS



Compared to an adult's, a baby's ear canal - called the Eustachian tube - is wide, short and horizontal: their ears are still developing. Feeding while your baby is lying flat or with a tilted head can cause milk to flow into this ear tube. Such a position can carry bacteria from the throat into the middle ear - a known trigger for otitis. Maintaining an upright feeding position is the most effective way to prevent these ear infections.

## POINT 2

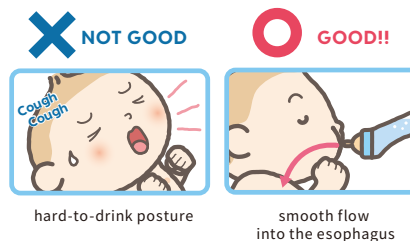
### REDUCTION OF INGESTED AIR



The thin curve of Doctor Béttá baby bottles pushes the air bubbles along the angled line, upward and away from the nipple. Swallowing less air means less undesirable burps, less spit-ups, and so your baby will enjoy the advantage of drinking plenty of milk with a significant reduction of colics.

## POINT 3

### SWALLOWING FACILITATED



An upright feeding position is the most natural posture taken to swallow solids and liquids - this is true for both adults and babies. Such a position allows milk to flow directly into the esophagus. The Doctor Béttá baby bottle allows your baby to choke less while feeding smoothly, even babies with poor swallowing ability or frequent cyanosis.

## 200ml BOTTLE -GLASS-

HAND  
MADE



Glass or plastic bottles of all sizes, baby slings and nursing accessories: Béttá makes everything in Japan, and makes it well.

25 years passed since our first encounter with Doctor Béttá baby bottles: with time, this "America born" concept became a "Made in Japan" success. Helped by the loving support from all our craftsmen partners, we intend to carry on our elaborate yet delicate manufacturing for the various needs of every baby!

Our Doctor Béttá baby bottles handmade in glass make this traditional material shine: easy to clean, resistant to boiling water sterilization, very durable for many years to use.

## MANY MODELS, DIFFERENT MATERIALS

NEW



Doctor Béttá baby bottles are beautifully handmade with many new models every year.

For its plastic bottles, Béttá chose one of the best and safest plastic ever used for infants: the polyphenylsulphone, or PPSU. With excellent heat and shock resistance, this material can hold up to 180 °C and follows Béttá's ideals for the safety of your baby.

This year, answering to a lot of requests from moms and dads from overseas, we are proud to release this new 320ml sized baby bottle, a new challenge for Doctor Béttá! Choose between a 4 leaf-clover design for good fortune upon your baby or an arty and colorful model for much entertainment in the family!



# DOCTOR BÉTTA BABY BOTTLE



## [BRAIN]

Brain bottles are the most elegant design in Béttà's lineup: colorful models in kraft packaging made of recycled paper, soy ink, and zero glue! Brain bottles also feature caps of various shapes (heart, clover, star) to fit your baby's personality... or your mood! Each bottle includes the unique Béttà Brain nipple which aims at making babies smarter and gave these bottles their name (see details p15). All Brain bottles come with a Brain Cross Cut nipple.



## For babies of 2019: the GIOIA bottle

Béttà also invites a special designer every new year, to create a Calendar Bottle based on the Japanese animal signs. 2019 is the year of the Boar: your baby too probably came bursting into your loving family! This event full of joy is crystallized into this Doctor Béttà baby bottle named "GIOIA", the Italian word for "Joy". The luxurious design reminds how there might not be more joyful miracle than the birth of a baby in a family.



GIOIA BOTTLE 240ml

GIOIA BOTTLE 120ml

## GLASS

The most traditional material!  
for durable and numerous uses  
hard to scratch | 120°C resistant | transparent | hand made



GF5-Flower 200ml



GF4-Flower 80ml

## PPSU plastic

The best quality plastic! ideal for outings  
microwave friendly | 180°C resistant | honey color | shock resistant



SF4-Flower 240ml



SF4-Flower 120ml



S3-NightSky 240ml  
[Canard]



S3-NightSky 240ml  
[Violet]



S3-240ml

S3-120ml

S3-80ml



S3-Tartan 240ml

S3-Tartan 240ml  
[Navy & Pink]

S3-Tartan 120ml



S5-320ml



P2-240ml

P2-120ml

## PP plastic

The simplest way!  
120°C resistant | milk color |  
easy to use

# DOCTOR BÉTTA BABY BOTTLE



## [JEWEL]

Jewel bottles are the most natural design in Béttá's lineup: clear and bright patterns, transparent and simple packaging, a diamond shaped cap for your precious child, and finally Béttá Jewel nipple, ideal for newborns or bottle starting babies! All Jewel bottles come with a Jewel Round Hole nipple (see details p16).



## GLASS

The most traditional material!  
for durable and numerous uses  
hard to scratch | 120°C resistant | transparent | hand made



GY3-Yarn 200ml

## PPSU plastic

The best quality plastic! ideal for outings  
microwave friendly | 180°C resistant | honey color | shock resistant



SY3-Yarn 240ml

SY3-Yarn 120ml

S3-Gingham 240ml

S3-Gingham 120ml



S1-240ml  
[Green]

S1-240ml  
[Orange]

S1-240ml  
[Blue]

S1-240ml  
[Purple]

S2M-240ml

S2M-120ml

## PP plastic

The simplest way!  
120°C resistant | milk color |  
easy to use



S4-320ml



P2-240ml

P2-120ml



## A HAND-MADE GLASS BOTTLE



### EVERY BÉTTA BOTTLE IN HEAT-RESISTANT GLASS IS 100% HAND-MADE BY OUR CRAFTSMEN!

There are only two hand-made glass factories remaining in Tokyo, and one of them, “Okuya Glass Factory” based in down town, is where Doctor Béttá baby bottles in heat-resistant glass were born and still made today. With a smart and elegant design, heat-resistant glass bottles are difficult to mass produce even by machines. So our craftsmen, masters of the art of glass, manufacture our bottles one by one by hand, following strict technical specifications on glass expansion coefficient, glass thickness preservation and material temperature control.

The melted material from the 1,500°C hot furnace is rolled up, cut out with scissors, and placed in the first mold. It is then transferred into the second mold where craftsmen flow air into it to form the signature shape of Béttá bottles. After the bottle is left to cool down for ninety minutes, it undergoes a harsh inspection (visual check under a microscope, weighing with a caliper and then with a scale, hitting with a mallet). Only after all these procedures will the product be considered as complete... or not!

Indeed, "this is what babies use after all!" says Mr. Okuya, the head of the factory, scrapping without hesitation any bottle with even a slight dent that worries him. Under a thorough safety control of scrapping 30% to 40% of the 500 bottles they make every day, these craftsmen maintain Doctor Béttá baby bottles high quality, year after year. Compassion towards faceless consumers, and immaculate craftsmanship without any kind of compromise – this is the drive of these masters' skill and strong-willed spirit, wholly dedicated to babies' health and mothers' lifestyle.

## A PLASTIC BOTTLE MADE BY CRAFTSMEN



©Masaru MIZUSHIMA

### ALL BÉTTA BOTTLES IN PLASTIC ARE MANUFACTURED GOODS OF HIGH QUALITY IN LIMITED QUANTITY!

At Maruichi Fujii Co., Ltd. located in Saitama prefecture, plastic Doctor Béttá baby bottles are manufactured in three materials – PPSU, Tritan, and Polypropylene – through the wisdom of CEO Eiji Fujii and the outstanding craftsmanship of executive director Chikara Oikawa. Plastic cannot be summed up in a single category, for each material has its own distinct characteristics, thus requiring different manufacturing methods and temperature control.

The extremely difficult technique required to produce the signature shape of Doctor Béttá baby bottles can only come from skilled craftsmen who have a deep understanding of each material. People usually have the idea that "plastics are mass-produced". However, the unique shape of our feeding bottles require in reality highly difficult manufacturing methods, and therefore the bottles are hard to mass-produce.

Manufacturing process of each bottle by a machine is watched carefully, and it is only when the product's shape starts showing that they proceed to the final process of molding by careful craftsmen's hands. Increasing the production is almost impossible without losing essential quality, because of its time-and-effort-consuming method, but their diligent attitude of steadily creating each product while maintaining our quality standards simply reflects their thought:

"These bottles are for all the children who carry our future".



## BRAIN NIPPLE

invented by midwives

Nature is wonderful: milk begins to drip from a mother's nipples when baby start to cry. Nipples also slightly extend and change shape to fit baby's mouth, but milk will not flow naturally if baby does not start suckling strongly on them. Béttá Brain bottles all come with a Brain nipple, a nipple shaped and sturdy like a mother's nipple. Created with midwives, this nipple promotes mastication: indeed, dentists know the positive effects of a chewing motion notably for the brain, thus Béttá Brain nipple quickly became a favorite of parents wiling to participate in their child development. Help your baby's brain to develop!

**CROSS CUT HOLE**  
\*ROUND ALSO AVAILABLE

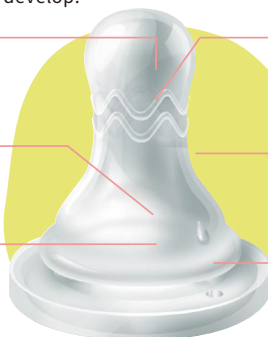
**BIG AND ROUND TIP**

**A REAL NIPPLE TEXTURE**

**STRETCHY SHAPE**

**FITS PERFECTLY BABY'S MOUTH**

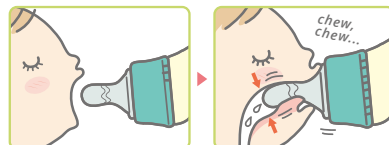
**AIR VALVE AND ITS INDICATOR**



## A NIPPLE VERY UNIQUE

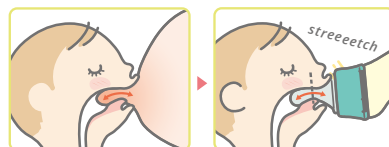
### A NIPPLE TO FEED, A NIPPLE TO CHEW

The Béttá Brain nipple promotes mastication: the baby's jaws chew in a motion that makes the milk come out, exactly like a mother's nipples.



### A STRETCHY TEAT LIKE A REAL NIPPLE

The similarity with a real nipple promotes the development of the jaw and the teeth, known for extended benefits: increase of saliva and thus appetite, extended use of the tongue and growth of the brain as well as language skill improvement.



## PICK UP YOUR STERILIZATION METHOD

### BOILING WATER



Safe and economic  
Keep your bottles protected

### MICROWAVE



Practical  
(for Béttá Curve box only)

### CHEMICAL



Thorough cleaning  
(read the manual of your disinfectant)

## JEWEL NIPPLE

born from mothers wishes

Jewel bottles all come with a Jewel nipple: developed with the help of mothers, they are very standard and easy to use, ideal for newborns or starting babies not used yet to bottle. More slippery and supple than the Brain nipples, they are recommended for parents aiming at simplicity or trying to teach bottle-feeding. The width of its tip hole, the texture of its silicone, the valve easy to open, every single detail has been slightly adjusted to make the Jewel nipple a perfect starter nipple.

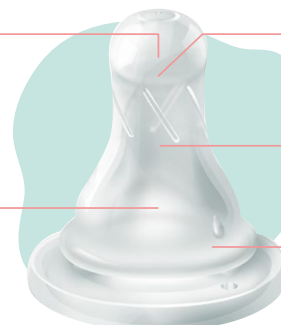
**ROUND HOLE**  
\*CROSS CUT ALSO AVAILABLE

**A SOFTER TIP**

**A REAL NIPPLE TEXTURE**

**DIAGONAL LINES TO PREVENT COLLAPSING**

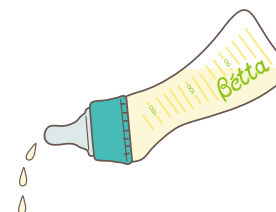
**AIR VALVE AND ITS INDICATOR**



## ONE SIZE, TWO HOLES

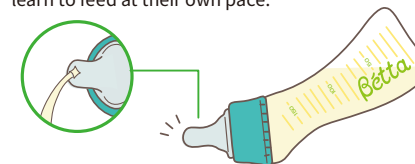
### ROUND HOLE

A small and round hole on the tip of the nipple so that the milk naturally flows out when the bottle is tilted: a few drops of milk on baby's tongue are perfect to motivate a chewing motion. A nipple ideal for newborns or babies slower at suckling.



### CROSS CUT

A little X-shaped incision on the tip of the nipple prevents the milk from dripping: your baby has to adjust suckling power and chewing motion in order to feed. Ideal for older or stronger babies, often too fast at feeding: the objective is to allow babies to regulate the milk flow themselves, and learn to feed at their own pace.



\*depending on your sterilization method the printing on your bottles may wear off

# BÉTTA ORIGINAL GOODS

## WARMTH POUCHES

Keep your milk bottle warm for a few hours outside with these practical insulating pouches. Very handy with a little strap to hang to the stroller.

Depending on the season your pouch may keep the milk at ideal temperature for 1 to 2 hours. For longer outings the use of a thermos bottle is recommended.



Candy Dots   Summer Flower   Summer Paisley (Pink)   Summer Paisley (Blue)   Tartan (Green)   Tartan (Red)



Waffle (Linen)   Stripes & Dots (Denim Blue)   Stripes & Dots (Green Apple)   Stripes & Dots (Baby Pink)

## BRUSHES



A set of two brushes: a horse hair big brush for the bottles, and a little nylon brush for the nipples. Because of Doctor Béttá baby bottles unique curve and square design, a dedicated, supple brush was created to clean every corner of them while preserving their delicate material with horse hair.



## SUGAR WASH



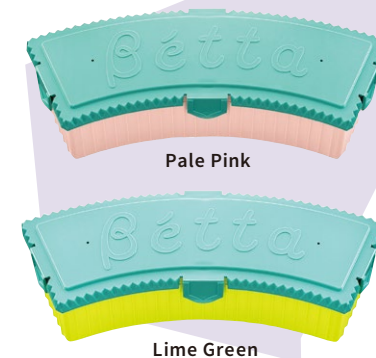
A soft detergent based on natural plant oil made from sugar cane and palm tree extracts. Clean your baby's utensils like bottles and feeding accessories as well as your own hands with this detergent only made out of environment friendly materials.



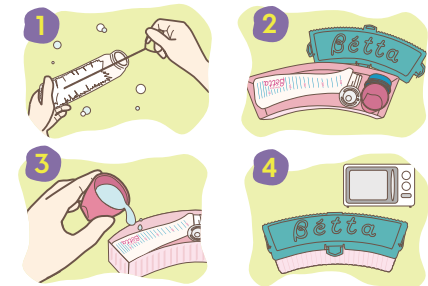
150ml   400ml   400ml refill

## CURVE

A very simple of use sterilization case that only needs water! For microwave only, it can hold one Doctor Béttá baby bottle of any size with all its parts to disinfect safely. Only four locks and easy to use, keep it after weaning to store toys and your baby's treasures.



### 4 STEPS!



\*500~600W / 3 min

# BÉTTA ORIGINAL GOODS

## CIRCUS -ONE-

A straw-mug essentially designed to stay clean and be cleaned easily. Very easy to take each piece apart and back together, this slim mug is the perfect partner for outings in your baby bag.



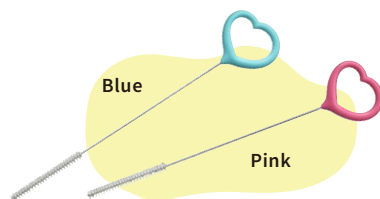
Pale Pink



Lime Green



Straw & Seal replacement set  
Sold separately in case of need



Blue

Pink

Straw brush

Clean every little corner with this brush that fits perfectly the straw.

## CASTLE

A dispenser case for milk powder: 3 detachable parts, each sized for up to 240ml milk bottle. This milk case is the ideal ally for night feedings!



Pale Pink



Lime Green



Camellia



Iris



## FLOWER

A funnel shaped like a lotus flower to prevent milk or water spill. Very useful to pour powder milk into Béttá curved bottles.



Rose



Peach



## GARDEN MAT

A 100% silicon mat to prepare milk formula and avoid the slipperiness of kitchen desks. Aim for more safety with its very adherent grip to most surfaces.



Garden Green



Garden Pink

## CAPS & RINGS

Replacement parts in many colors and shapes to enjoy customizing and suit your baby's mood (all sizes compatibles, Brain and Jewel).



Cap

Ring



Celadon Green



Ibis Pink & Dandelion



Baby Rose



Blue Horizon

## REPLACEMENT NIPPLES

A box of 2 spare teats, for the category (Brain or Jewel) and the type of hole (Cross Cut/Round Hole) of your choice, usable on any Doctor Béttá baby bottle.



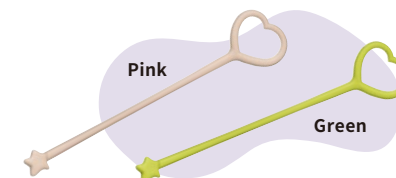
Brain nipples



Jewel nipples

## SCEPTRE

Mix the formula and prevent lumps of milk without shaking the bottle with the Béttá muddler! Its gentle curve fits perfectly the Doctor Béttá baby bottle angle, reaching every square corner, preventing any direct contact with a dirty table when put down! A cute shape with a heart to hold perfectly in hand during use, and to hang when drying.



Pink

Green

\*120°C max for cap, ring and nipple



# CARRY ME! PLUS



Be closer to your baby with Carry me! Easy to use, this sling for newborns and babies is perfect for parents in need of a natural touch to carry their child. Ideal for short outings or lounging indoors, this affordable yet stylish baby carrier comes in many designs to best suit your baby's identity.

OK for newborns

2-parts cut for more safety

Adjustable size

Light & Compact

12cm wide shoulder strap

Washable



Stripes & Dots  
[Monotone]



Stripes & Dots  
[Greige]



London Stripes  
[Navy]



Pencil Stripes  
[Navy]



Chain  
[Grey]



Chain  
[Navy]



Chain  
[Red]



Chain  
[Green]



Herringbone  
[Grey]



Herringbone  
[Off-White]



Herringbone  
[Navy]



Herringbone  
[Purple]



Herringbone  
[Pistachio]



Herringbone  
[Mint]



Denim  
[Forest]



Denim  
[Mustard]

## ACCESSORIES FOR CARRY ME!

Additional liners perfectly sized to your Carry me! Depending on the age of your baby, add some layer or adjust the fabric temperature to make sure your baby is comfortable.



Honeycomb Liner  
[3D honeycomb structure material]



Cool Honeycomb



Organic Liner  
[100% Organic Cotton]



## 3 EASY STEPS TO WEAR

Hip-Carry style  
baby with head up

### STEP.1



Put your Carry me! over your head and spread the strap evenly on your shoulder, without any wrinkle. Then hold your baby in a position similar to burping them.

#### TIP!

Placing the strap on the outer side of your shoulder will make it more comfortable.

### STEP.2



Put both legs in then back out of the bag, then place your baby at the bottom of the sling and cover the buttock with the fabric.

#### TIP!

The bottom part of the sling bag is where the fabrics are stitched together.

### STEP.3



Make sure baby's buttock is placed where the base stitches are. Then wrap the sling fabric from buttock to knees on the inner side, and from buttock to back on the outer side.

#### TIP!

Your baby's legs should be spread apart in a V (if straight) or M (if bent) to straddle your hipbone. The wider the legs are spread, the easier it is for the baby.

#### CHECK!



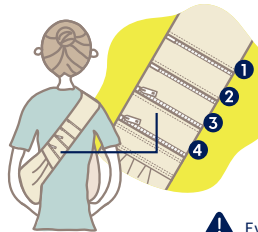
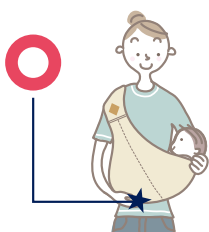
It's easy! watch how to wear it.

**You Tube** [youtube.com / BettaOfficial](https://www.youtube.com/BettaOfficial)

## ADJUSTABLE FOR THE PERFECT FIT

Align the sling bottom part with your bellybutton

Sizable length between 42cm-60cm, for most parents



①+④→42cm  
①+③→48cm  
②+④→54cm  
no adjustment:  
→60cm

⚠ Even comes with a zipper lock for more safety!

## FOR NEWBORNS AND ABOVE

Let your baby curl up in the comfy fetal position they used to take in the womb for 9 months. Both mother and baby will enjoy the coziness by closely sticking together.

## FOR BABIES WHO CAN HOLD THEIR HEAD UP

Mom or Dad can cuddle up closely with baby in a face-to-face carrying position.

\*Only recommended for baby who can hold head up firmly.

### CRADLE-CARRY



Baby's head is in the same direction as the shoulder strap.

#### INFO

**mama** height: 168cm  
under bust: 70cm

**baby** age: 4 mths

shoulder strap length: 54cm



### FRONT-CARRY



Baby's legs should be spread to straddle your stomach

#### INFO

**mama** height: 169cm  
under bust: 70cm

**baby** age: 6 mths

shoulder strap length: 54cm

### INVERTED CRADLE-CARRY



Baby's head is in the opposite direction of the shoulder strap

#### INFO

**mama** height: 160cm  
under bust: 78cm

**baby** age: 4 mths

shoulder strap length: 60cm



\*please support your baby's neck with your hand

### HIP-CARRY



The shifted version of Front-Carry style: your baby will rest on your hip bone.

#### INFO

**mama** height: 170cm  
under bust: 92cm

**baby** age: 7 mths

shoulder strap length: 54cm

## UPKEEP

You can wash your Carry me! plus with water! We recommend washing it gently by hand, but you can also use a washing machine by putting your Carry me! plus in a net.



hand wash



washing machine  
(low setting)



dry with paper inside

# NURSING SCARF

## FIND PEACE AGAIN WHEN NURSING AWAY FROM HOME

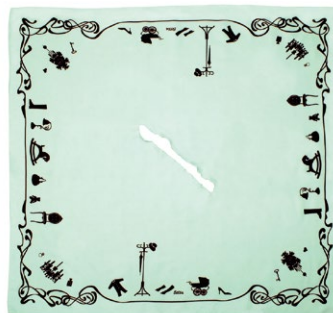
This large 1m x 1m scarf provides complete coverage to let mothers breast-feed their baby peacefully during outings or when having guests. Soft like silk to the touch, enjoy public nursing while still feeling elegant yet comfortable.



Individually hand-dyed by our craftsmen to express every detail of each pattern.

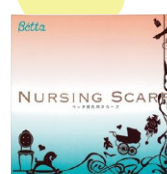


Waltz  
[Pink & Black]

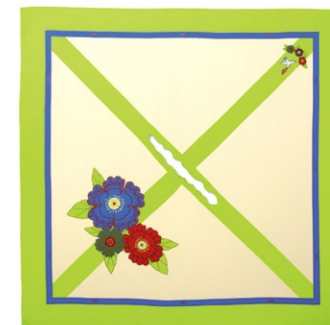


Waltz  
[Green & Brown]

### PACKAGING



Modern Flower  
[Brown]



Modern Flower  
[Green]

### PACKAGING



Harvest  
[Charcoal]



Harvest  
[Brown]

### PACKAGING



Modern Bird  
[Blue]



Modern Bird  
[Green]

### PACKAGING





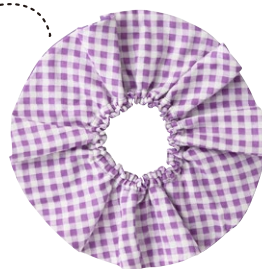
# BOUQUET BIB



Fashionable and cute bibs with an elasticized neckline! Designed with a 360 degrees coverage and 2-layers double gauze hand sewn one by one, the perfect bib for casual or formal uses. Ideal for keeping your baby dry from drooling while staying cute!



Double gauze of soft and ventilated cotton is always better for babies delicate skin. A two layers fabric is also perfect to prevent milk or drool getting baby wet. The apparent simplicity hides a very diligent manufacturing from Japan craftsmen, who sew this cotton one at a time: a lovely gift to make!



**REVERSIBLE!**  
choose between  
2 patterns



**COMES IN A SET!**  
round handkerchief  
included

**SIZE**

One extensible neck size:  
[min] 35~40cm  
[max] 70~80cm

Handkerchief  
Diameter: approx. 20cm

\*hand made manufacturing may cause slight variations of patterns/size indications



Blue Dots & Blue Checks



Green Dots & Green Checks



Purple Dots & Purple Checks



Navy Dots & Brown Dots

# DINNER ROBE



A whole body sized protective cover for meals! A stylish apron useful for outings, soft to the skin yet made out of a very absorbent cotton, easy to clean.



Colorful design - resistant to dirtying

For indoors and outdoors!

Put the head first, and cover baby from head to toes!

Ankles straps: falling food is not a problem anymore.



Elasticized neck and legs straps in a soft cotton for a full coverage and gentle fit



Straps in rib fabric easy to use!



Use the Béttá label at the back to hang!



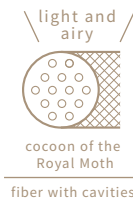
# ERI SILK

## SILK AND COTTON COMBINED FOR AN ULTRA MODERN UNDERWEAR: A NATURAL SYNERGY FOR BABIES

For the very first clothes worn by a newborn, no better choice as a material than Bétta's unique silk and cotton alloy! The "first touch" is what strongly defines the first clothes of a baby barely born. As an important moment in the life of a baby, the first contact of the naked and delicate skin against the fabric requires the most careful consideration. Bétta's "Baby Silk Clothes" new lineup is the combination of this Safety First aspiration and of its motto "all made in Japan" to create a whole new silk and cotton hybrid cloth. Based on a unique silkworm's cocoon that enhances softness, lightness, and UV protection, it recreates the cocoon feeling for your baby.



Fiber structure of Bétta baby silk clothes



Tokyo University of Agriculture / Leader of the "New Silk Road" Project  
Dr. Takayuki Nagashima

### A new silk discovered by an expert in insects

There are around 100 thousand species of insects producing silk, but the silk used here as raw material comes from the Royal Moth or Erisan, a wild silkworm living in South East Asia. The silk coming from its cocoon was first considered hardly convertible into fabric, but then all the research around nanostructure from Professor Nagashima made it possible. Contrarily to the common silkworm, the Erisan's chrysalis offers protection not only from the strong ultraviolet rays coming from the sun light but also from external dangers and acts as a natural deodorant.

## THE ERI SILK PROPERTIES

For its baby silk clothes, Bétta chose to use 4 types of fabrics all developed by Shikibo Ltd. and based on the same functionality of the natural fiber called Eri Silk by Erinature. The remarkable functions like UV cut or natural deodorant feature come not from the use of any chemical agent, but instead from the fiber itself: based on silk, it will keep safe and clean the gentle skin of barely born babies, while still being washable in the machine. The line up has also been extended to the smallest size (50) of newborns, making these baby clothes easy to use for first pregnancies. We strive to combine softly colorful threads together without a single error in the weaving process.



## THE ECO-CYCLE OF SILK & COTTON BLENDING

The Erisan's cocoon can definitely be considered as a birth cradle offered by nature. Furthermore, the leaves from which the Erisan silkworm feeds itself come from the cassava or manioc, a tree that was only used for its roots because of tapioca pearls. With this new approach on the silkworm feeding system, not only will the economy of inhabited zones develop thanks to the sericulture and the agriculture, but we can also definitely expect an improvement of the environment from an eco-cycle point of view.



Bétta, Shikibo, and Prof. Nagashima developed together the "Eri Silk Project" with the NGO Oisca and their Support Project for Rural Communities in Cambodia. As a complete ecocycle, all sales share a donation in the activity costs.

## KINU NO UBUGI

### Baby silk clothes

Bétta had the wish to provide mothers clothes easy to dress their baby with, but also that would give a feeling of comfort to their baby. The idea was to create a variation for each fabric, thus fitting your every day's life so that you can enjoy it. Each piece of fabric has been selected for its softness, before getting sewed carefully stitch by stitch. This manufacturing is performed gently by Japanese traditional sewing artisans, specialized in baby clothes.



#### Short Underwear

COLOR : OFF WHITE

SIZE : 50cm / 60cm

Recommended for newborns



#### Suit Underwear

COLOR : OFF WHITE / BETTA PRINT

SIZE : 60cm / 70cm

Perfect for babies starting to be active



#### Rompers

COLOR : LIME GREEN

SIZE : 50cm / 60cm

A unique coloring, bottom up attached



#### Body Suit

COLOR : UNBLEACHED

SIZE : 50cm / 60cm / 70cm

Ideal for outdoors, fits moving legs



## RECOMMENDED BY DOCTORS SPECIALIZED IN BABIES



Dermatologist  
Dr. Maruyama

Inventing baby clothes which are respectful and soft for the skin, but also with a high hygroscopic property (absorbency) is a positive concept. The skin of a baby barely born is extremely delicate, and I believe this silk absorbency potential is remarkable. I definitely opted for this natural material and I recommend it for your baby.



Pediatrician  
Dr. Ogawa

Babies have an excellent metabolism which makes them sweat continuously: the air permeability of a cloth is important. The silk of these baby clothes is really unique and seems to be perfectly fitting to a baby. I also know mothers will appreciate that this fabric dries very quickly after washing. It is also reassuring to know that these babies underwear can even protect from the UV.

## SILK TOWEL

This towel is another unique creation by Bétta in Eri silk, that special alloy of silk and cotton by Eri nature. Use this very light and easy to dry fabric for the bath of course but also for outings, to protect from the sun or just provide soft comfort and a place to sit for your baby's delicate skin.



#### Baby Bath Towel

SIZE : 60cm×100cm

Perfect to wrap your baby!



#### Large Bath Towel

SIZE : 68cm×130cm

Large enough to even wrap daddy!



#### Handkerchief [Purple]

SIZE : 25cm×25cm



#### Handkerchief [Lime Green]

SIZE : 25cm×25cm

Always handy to have one with you!

# BABY CARE

NATURAL AND SIMPLE  
PRODUCTS DEVELOPED FOR  
YOUR BABY'S DELICATE SKIN



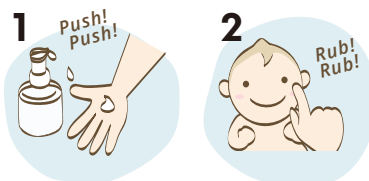
## BABY FIRST GEL

For skin and hair, this soft and natural extract of peach leaves and aloe vera is absolutely made without any chemical additive, aroma, or color.

The ultimate gel to keep your baby's skin moist and warm. For a lasting smooth and non sticky skin, enjoy this insulating essence that feels like essential oil but for babies... and for mothers!



### HOW TO USE



## MANE BRUSH PREMIUM

This brush is 100% made out of horse thin hair, selected exclusively from their mane. Trim hair and skin, baby and mom, with these amazing naturally flexible and soft hair. Ideal for baby's always ultra thin hair, but also for adults skin! Moms and dads repeated use will not be too much for the this brush life span: the handle is made of beech wood, known for its robustness and natural strength.



## SUGAR WASH FOR BODY

This version "For Body" of B  tta's 100% natural Sugar Wash made out of sugarcane and palm gives a pleasant feeling when washing the skin. While protecting the natural moisture of the skin, it gives an overall silky touch to the whole body. Feel reassured by washing with this non-petroleum-based detergent.

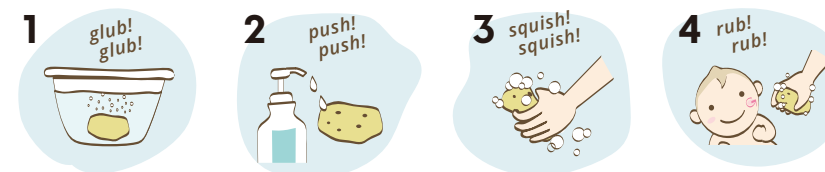


## BABY HONEYCOMB SPONGE

By absorbing lots of minerals in the Aegean Sea, this honeycomb sponge produces very smooth and delicate bubbles. Find soothing and relaxation with a real sea sponge with similar properties to the human skin protein, and which respects the moisture of the skin.



### HOW TO USE



## ROYAL BABY WRAP

Six layers of gauze assembled one by one for the best fluffy feeling. Gentle for Baby's skin while very absorbant, this protective fabric is perfect for naps or outings.



## WAFFLE AFGHAN [LINEN]

This very light and absorbent waffle fabric dries faster than normal cotton. The waffle texture is soft and comforting to protect Baby as much as being ideal to carry out of the bath or outside.



# WOODY BÉTTA

WOODEN GOODS TO PROTECT  
NATURALLY YOUR BABY



## BABY BOTTLES STAND [STAR]

Let Baby's feeding bottle and tools dry on this wooden star!

Material: Sakura wood



## INSECT REPELLENT [ROMPERS]

In the same family as the Laurel, the Camphorwood has been known from ancient times to be a natural insect repellent. Indeed, the natural perfume of the camphor keeps noxious insects away from clothes and goods. Incidentally its refreshing fragrance may remind you of peppermint, which always refreshes one's spirits. When the smell wears off with time, a simple friction with sandpaper will bring back the natural odor!

\*Scented Camphorwood is by no means an insecticide but an eco-friendly product with a natural feature.



# BE MAMA

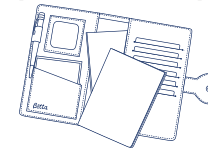
Keep your maternity diary, echography results and Baby's photos with you in this documents holder. Real leather and colorful designs, the ideal A5 sized portfolio!



Bemama Macaron  
[Choco]



Bemama Macaron  
[Mint]



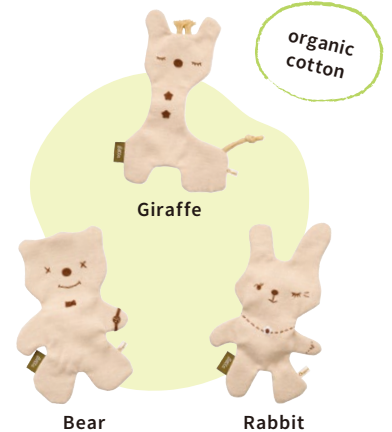
Bemama  
[Blue mone]



Bemama  
[Rouge]

# NENNE BLANKIE

The best friend for your baby during naps! No hesitation for the washing machine, these little animals are exempt of inner cotton padding for more hygiene and to dry faster. Because of their irregular shape and large size, baby will grasp them very easily, making them the ideal partner for outings.



Giraffe

Bear

Rabbit

# MOTHER'S BAG

A very light and large handbag, made out of a very resistant cotton and leather. A smart, yet elegant design, useful for life-active mothers.



Modern Bird  
[Blue]



Modern Bird  
[Green]



## FAQ & TROUBLESHOOTING

Doctor Béttá Baby Bottles mysterious curve was developed based on clinical data by pediatricians who daily treat sicknesses in infants. We believe the key of a family happiness to be healthy growth and development for babies, helped by a safe and comfortable feeding as recommended by pediatricians - what Béttá bottles aim for.

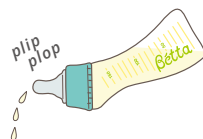
### Q.1 How often should the nipple be replaced?

**A.1** To prevent your baby from having a hard time adjusting to a new nipple once used to one kind, we recommend to get 3 to 4 replacement nipples when you purchase a bottle and to alternate their use. They will become softer and fit your baby's mouth perfectly. Then, after 1 or 2 months, replace them one at a time and avoid using the same nipple every day to preserve its elasticity and resistance to tearing.

### Q.2 How to choose the right nipple for my baby?

**A.2** Both nipples provided with Doctor Béttá baby bottle are one-size only, and can all be used from newborns to weaning age. Brain Cross Cut nipples come with Brain bottles, and promote powerful mastication, essential to your baby's growth. On the contrary Brain Round Hole nipples are better for babies who drink too fast or with difficulties to drink from Cross Cut. Similarly, Jewel nipples have a basic shape that should fit most babies. Round hole nipples come with Jewel bottles and have the slowest yet almost automatic flow, ideal for newborns. Inversely, the Jewel Cross Cut nipple are recommended for babies who need more milk, and even start alternating with tea or juice.

#### ROUND HOLE

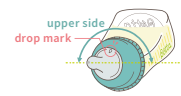


#### CROSS CUT



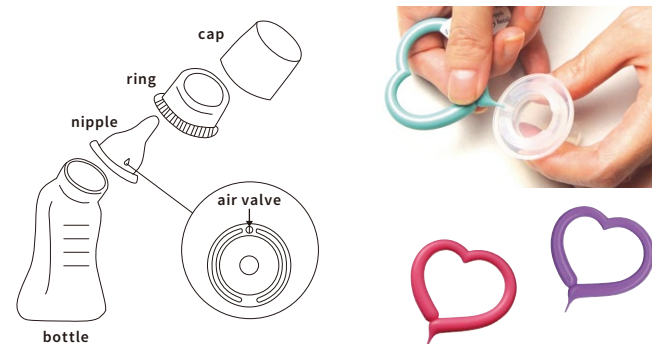
### Q.3 Milk seems to leak from the ring: what should I do?

**A.3** There might be many causes, but there is always a solution!

cause	solution
Are the nipple tip hole or air valve obstructed with milk residue?	Always clean the tip hole and the air valve with the Heart Pin provided with the bottle to make sure both are clean of any residue.
Is the nipple damaged or worn?	With babies chewing everyday and also with appearing teeth, nipples will eventually wear after 1 to 2 months: replace them
Is the ring screwed on properly?	Try to screw the ring again and slowly on the bottle: if it is screwed too tightly or too loosely, the milk may leak. Also make sure the nipple base is properly inserted inside the bottle neck.
Is the nipple set the right way?	When setting the nipple in the ring, make sure it is set in the right position: you should hear a "snap!" and the drop mark should face up when the bottle is tilted. 
Have you dried the nipple before attaching it?	Make sure to dry off the nipple well before setting it in the ring. The outside of a wet nipple will usually cause the milk to leak.

### Q.4 The nipple seems to contract and the milk can not come out anymore: is that normal?

**A.4** Béttá nipples are 100% made of high quality silicon, which has the characteristic to often stick together. In normal use, when the milk flows into baby's mouth, the air escapes from the valve on the nipple base. However, with the heat and the silicone texture, this air valve is prone to close itself: the air cannot then enter smoothly, and the nipple collapses. Always try to prevent this stickiness by poking the air valve and the tip holes with your Heart Pin.



## FAQ & TROUBLESHOOTING

### Q.5 My baby seems to have trouble feeding on Standard/Brain nipple...

**A.5** Standard nipples have a straight shape and are aimed at the majority of babies: however, some babies more used to their mother's nipples may find it too simple to get used to it: you should then switch to Brain nipples, aimed to recreate a mother's nipples.

Brain nipples on the contrary advocate strong masticating: the idea is to promote a movement of their upper jaw and tongue like when latching on a real breast. Though an instinctive action when newborn, most babies who learn to feed on bottles lose such natural trait. Try to focus more on the Round Hole at first. Even weaker babies will find it easier to feed on. They might then switch later to the Cross Cut nipple: in any case you and your baby should take it slow and not force any nipple. Every baby is different, and they change with time: find the perfect fit for your baby!

Thank you for taking the time to read through Béttá catalog, and for your interest in our products! If you have any question about our brand, or need any help with one of our products even after trying every advice and solution mentioned, please feel free to reach your retailer for immediate support. You can also browse through our website [www.betta.co.jp](http://www.betta.co.jp) or inquire us by e-mail: [support@betta.co.jp](mailto:support@betta.co.jp) for Japanese-only support or [contact@betta.co.jp](mailto:contact@betta.co.jp) for international relations.

Are you a parent yourself? From the moment babies are born, they are already unique in their own ways, thus there is not one but many different styles of child rearing. Let us solve together your problems and ease your worries! For all the hard working Moms and Dads in this world, Béttá is always on your side with our baby bottles and infant products: do not worry alone - come and talk to us!

## SPECIALISTS COMMENT

Doctors specialized in babies' health gave their recommendations to Béttá

Pediatrician

**Dr. Ogawa**

Doctor Béttá baby bottle is just the ideal bottle I always hoped for. Being able to drink less air makes feeding much easier on babies, and it leads them to ingest more milk in the end. Drinking less air also means less infection, which is the best to prevent risks of incidental sicknesses. I think the idea of babies being able to drink milk from a bottle while sitting in the same natural and ideal posture as being breastfed is amazing.

Otolaryngologist (ENT)

**Dr. Kato**

In comparison to adults, babies' ear canals (the links between their nose and ear) are wider, shorter, and leveled. As such, when they are fed while lying down, there are cases in which the milk flows through this canal along with bacteria into the middle ear, causing "positional otitis media" or infection of the middle ear. You should give milk to your baby in an upright feeding position. At our clinic, we tend to recommend Doctor Béttá baby bottles for babies with such otitis, but in general many cases are also resolved by improving the feeding posture you adopt.

Gynecologist obstetrician

**Dr. Iwahashi**

We have been using Doctor Béttá baby bottles at our hospital for more than 10 years now. With them it becomes easier to feed and burp babies, we saw a much fewer number of spit-ups, overall babies seem to have an easier time drinking. I myself have raised my two children with Béttá: my first child was given Béttá during milk feeding but my second one was fed with a Béttá bottle since birth, and we were impressed by its ability to reduce burps and spit-ups. The drinking angle promoted by this bottle feels easier on babies, and a smoother flow into their esophagus is good to prevent flowing into their ears. An excellent product!

Midwife

**Dr. Yajima**

There are many women who can not breastfeed their babies due to complications and a wide variety of circumstances, and many of them often feel guilty to bottlefeed their baby. Sick mothers under medication, inability to produce milk despite their striving effort... so many underlying factors! Breastmilk is obviously the most ideal ingredient, but if they can not help it there are always good alternatives for them. Breastfeeding is not the only essential work in child rearing. Countless carrying, piggy backing, cuddling and loving words, all these are like nutritious attentions from the heart, just like breastmilk. What counts the most is the love from parents.

Midwife

**Dr. Hirade**

Doctor Béttá baby bottle was developed with the ideal feeding position when breastfeeding in mind. The merit it can provide is less risks of swallowing air, by giving babies a much better angle to suckle. One of the reasons why babies cry when feeding may be attributed to their inability to burp well. By drinking with their head upright, they should definitely cry less and sleep better. This is all due to a decreased amount of the air they ingest.

Pediatrician

**Dr. Kawasaki**

Béttá lessens the amount of air babies swallow, and that should significantly decrease the number of spit-ups from burping, but also fussing, difficulty falling asleep, and flatulent colic (ie. bloating and pain of the stomach). It definitely is an innovative and unique feeding bottle that parents will not regret using.

## MY ENCOUNTER WITH DOCTOR BÉTTA BABY BOTTLES

- WHY I WAS INSPIRED TO SPREAD THEM AROUND THE WORLD



**Tomoko KAWAI**  
C.E.O of Zoom.T Co.,Ltd.

My daughter was diagnosed with middle ear infection (otitis media) when she was only 2 weeks old. Although she used to be a quiet baby, from that day she started being fussy and kept on crying all the time. Being a new mother of a newborn baby, I just did not know how I was supposed to deal with her problem. I fed her milk, changed her diapers, and even bathed her, so many times. She would normally love to be bathed, but that day she cried to the top of her lungs. As I laid her on a towel and dried her, pus oozed from her ear - from shock and empathy, I also cried with her...

Ever since then, my daughter suffered from recurring ear problems and had to visit her ENT doctor frequently. She is an adult now, but she has a slight hearing problem and always has some kind of ear problems. She can not live without headache medication.

In December 1994, when I got to know the American-made "Betta baby bottle" and heard stories from the pediatrician who came up with this idea, I was crushed with this feeling: "If only I had this bottle at the time, my daughter would not have had to suffer so much!". I took a plane to the United States and concluded a licensing contract in 1995, then started importing and selling these feeding bottles. However, the lack of attention to details in American production failed to get the interest of Japanese parents - therefore, the idea had to be given up shortly after a year. I then started looking for manufacturing factories closer to Japan from 1996, which led to start production in South Korea first in 1997, then in Osaka (Japan) in 2000. We were still facing a difficult period, unable to come up with completely satisfactory and safe products.

In 2002, I had the privilege to meet the manager of Okuya Glass Factory in Tokyo. After explaining this baby bottle advantages and sanitary necessity, he was strongly convinced of its merits and we successfully concluded a manufacturing agreement. As for the factory of our plastic bottles, we also succeeded in convincing the company Maruichi Fujii, skilled at direct blow molding technic. This second providential encounter with the superb craftsmanship of glass and plastic factories was a blessing: having them work on the highly difficult shape of our bottle allowed us to achieve the now "100% made in Japan Doctor Béttá baby bottle".

I hereby wish to all mothers and fathers for your baby's healthy growth, and I hope Doctor Béttá baby bottle can be of some help to you too.

## LAST WORDS

From the pregnancy, to birth and through child rearing...  
For all the mothers and fathers,  
with various lives, issues and feelings: we want to help!  
With this dream, Doctor Béttá Baby Bottles were born,  
always manufacturing uniquely designed baby products.  
We are glad if you can find support in our products.

