

izzzi: innovative “one-size-fits-all” baby carriers

The exciting new Antwerp brand izzzi is introducing an innovative baby-carrying solution for newborns. It is designed to make at least one thing easier for new parents, because there's no fuss with clicking or knotting the carrier at stressful times. The new way of carrying your baby is all about user comfort. With just a few simple steps, you and your baby can get in and out of your izzzi in an instant. That makes it an essential helper for young parents who want to carry their child. Choose izzzi to love, move, use, switch, store, protect & wear!

- >> *sporty one-size-fits-all unisex carrier for young, active parents*
- >> *innovative carrying method that is natural and instinctive, designed in Antwerp*
- >> *possible to breastfeed discreetly while your baby is in the carrier*
- >> *available in coal, stone, moss and sand*
- >> *recommended retail price: € 170 (including newborn insert)*

mini me loves izzzi...

To begin with, a good carrier needs to be ergonomic. That means that your baby is properly supported from head to toe, with their spine in a natural position. izzzi has come up with a new concept: the medically and scientifically tested, natural and instinctive way to carry your baby that's the same as when you instinctively rock your baby in the protection of your arms. Your child will always be safely and comfortably positioned with their chin up, face visible and their nose and mouth free. To carry your newborn baby, use the newborn insert supplied. izzzi grows with your baby up to an average age of six months.

... and mum and dad love it too

Babies come in all shapes and sizes, and so do their parents. This “one-size-fits-all” **unisex carrier** fits both mums and dads perfectly, because izzzi is designed to be easily adjustable. Even if your partner is a lot bigger or smaller than you, it only takes a minimal effort to adjust izzzi. The unique, symmetrical design makes the carrier easy to use for both **left-handed and right-handed users**. The weight is distributed **ergonomically over both shoulders**, with additional support for the back and neck to provide extra comfort.

It's as izzzi as 1-2-3:

A baby wrap or carrier is often a lot of fuss to click or knot into place quickly and efficiently. But izzzi's Belgian design comes with a **simple, user-friendly 1-2-3 step system**:

- Put your arm through the front loop and lift it over your head.
- Then lift the second loop over your head.
- Pull the cord fastener to adjust izzzi if necessary and secure it.

izzzi's life hacks

izzzi was developed to provide freedom of movement in every sense. That includes the **possibility to breastfeed your baby discreetly in the carrier**, which was one of the most important criteria in designing the product. But izzzi has many other life hacks to offer:

- **Light, breathable fabrics** make sure your baby never gets too hot. Not even during their nap.
- **You can go to the toilet with your izzzi on**, unlike baby wraps which often get in the way of an urgent trip to the loo.
- Baby's position allows **constant eye contact**. Your baby also has a far wider field of vision in this natural position.
- The sun shield protects baby's head from the fierce sun during summertime walks, and keeps out the wind and rain in the autumn.
- izzzi's **hidden pockets** are a really handy place to keep your bank card or your baby's dummy.
- Thanks to the **newborn insert provided** you can use your izzzi right from the first days of baby's life.

SPECIFICATIONS

Age: from birth (size 50/3.5 kg) to approximately 6-9 months (size 74/9 kg)

Carrying position: new concept that imitates the natural, instinctive way to carry your child. It is the same position you would instinctively use to rock your baby in your arms.

Features: quick and convenient with the possibility to breastfeed discreetly

Certification: EN 13209-2:2015 and ASTM F2907 certified product

Material: high-end, breathable fabrics mainly used in the sports sector

Washing instructions: wash at 30°C with a mild detergent, but you can also wipe away stains with a damp cloth. Always put izzzi in a laundry bag to wash it. Always air dry.

Colours Available in coal, stone, moss and sand. Besides these basic colours, izzzi will soon be available in a range of gender-neutral finishes as well.

ABOUT IZZZI

The changing face of our cities is leaving us with less and less space and time for large prams or complicated knotting and fastening techniques. While the baby market continues to bombard young parents with items that are not necessarily practical to use, the Belgian brand izzzi focuses on product innovation that prioritises simplicity and ease of use.

The innovative carrying solution is perfect for anyone who wants to make life easy. Use izzzi from immediately after your baby's birth (newborn) up to the age of 6-9 months / 9 kg*. Three basic steps are all it takes to get quick results, which is a bonus for young parents at stressful times. Wear izzzi in the same way you would instinctively rock your baby in your protecting arms. The optimal distribution of weight between your shoulders, back and hips makes izzzi every bit as comfortable for baby as for you**. What's more, you can also breastfeed your baby discreetly while wearing the carrier. Its versatility makes this soft, structured carrier that is comfortable for babies and adults an essential item for young parents.

izzzi is available in coal, stone, moss and sand. Recommended retail price € 170 (including newborn insert)

More info at www.izzzi.com

Instagram: @we_are_izzzi

Facebook: @weareizzzi

#lovetocarry

** When babies start getting curious and wanting to admire the world around them, they are too old for izzzi. When your baby can sit up unaided, it's also time to choose a new carrier.*

***Note: As well as being ergonomic for your child, the carrier needs to feel comfortable for you. izzzi is perfectly ergonomic, but that doesn't mean it will fit you 100% perfectly right away. We advise all young parents to try out different carriers before buying, so that you can compare them. Sometimes it all comes down to a small detail that makes a world of difference to how comfortable you feel. If you have back problems, contact a doctor before you buy a carrier. Please also note that a small percentage of children are born with hip dysplasia. In that case, we advise you to seek professional advice before using a carrier. It goes without saying that if you can't use izzzi for one of these reasons, we will refund your purchase immediately.*