

# WINNERS

## Congratulations to the winners of the National Parenting Product Awards 2023



### BEST NEW PRODUCT LAUNCH 2023

- GOLD** Aveeno Kids Range  
**SILVER** Childs Farm SlumberTime 3-Step Routine  
**BRONZE** Maxi-Cosi 360 Pro Family

### OUT AND ABOUT

#### BEST TRAVEL PRODUCT

- GOLD** My Little Sudocrem  
**SILVER** Milton Antibacterial Surface Wipes  
**BRONZE** Mamia Strawberries and Apples 120g

#### BEST OUT AND ABOUT ACCESSORY

- GOLD** Mamia Corn Snacks 20g (Carrot Puffs/Tomato Wheels)  
**SILVER** Out 'n' About Nipper Single Version 5  
**BRONZE** Lil & Izzy Universal Blanket

#### BEST INFANT CARRIER CAR SEAT

- GOLD** Maxi-Cosi Pebble 360 Pro and FamilyFix 360 Pro Base  
**SILVER** Joie i-Snug 2  
**BRONZE** Joie Signature i-Jemini

#### BEST CAR SEAT FROM BIRTH TO 4+ YEARS

- GOLD** Joie Spin 360 GTi  
**SILVER** Maxi-Cosi Pearl 360 Pro and FamilyFix 360 Pro Base  
**BRONZE** Joie i-Spin XL Signature 0, 1, 2, 3 Group

#### BEST CAR BOOSTER SEAT

- GOLD** Maxi-Cosi RodiFix Pro i-Size  
**SILVER** Joie Signature i-Traver Booster  
**BRONZE** BeSafe iZi Flex FIX i-Size

#### BEST PUSHCHAIR

- GOLD** UPPAbaby VISTA V2  
**SILVER** Bugaboo Fox 5  
**BRONZE** Bugaboo Donkey 5

### BEST LIGHTWEIGHT STROLLER

- GOLD** Baby Elegance Whirl Pushchair  
**SILVER** Bugaboo Butterfly  
**BRONZE** UPPAbaby MINU V2

### BEST TRAVEL SYSTEM

- GOLD** Joie Versatrax Trio Shell Gray With Ramble XL Carry Cot and i-Snug Car Seat  
**SILVER** Baby Elegance Drift Travel System  
**BRONZE** UPPAbaby CRUZ V2 with MESA i-SIZE and Isofix Base

### BABY BATH TIME

#### BEST BATH TIME TOILETRY PRODUCT

- GOLD** Childs Farm Baby Bedtime Bubbles Organic Tangerine  
**SILVER** Johnson's Baby Bedtime Bath  
**BRONZE** Mamia Bedtime Bath 500ml

### BABY SKINCARE RANGE

#### BEST BABY SKINCARE RANGE

- GOLD** AVEENO Baby Range  
**SILVER** Childs Farm Baby OatDerma Range  
**BRONZE** ATTITUDE Baby Leaves Range

#### BEST BABY SKINCARE ESSENTIAL (SINGULAR)

- GOLD** WaterWipes Original Baby Wipes  
**SILVER** WaterWipes Textured Clean Baby Wipes  
**BRONZE** Eucerin Aquaphor Soothing Skin Balm

#### BEST SUNCARE PRODUCT FOR BABIES AND CHILDREN

- GOLD** Childs Farm 50+ SPF Roll On Sun Lotion 50ml  
**SILVER** Lacura SPF 50+ Kids Spray 200ml  
**BRONZE** Elave Sun Paediatric SPF50+ 200ml

#### BEST BABY NAPPY TREATMENT

- GOLD** Sudocrem Antiseptic Healing Cream  
**SILVER** Bepanthen Nappy Care Ointment  
**BRONZE** Mamia Nappy Cream 125g

## BEDTIME

### BEST BABY PRODUCT FOR SLEEP (INCLUDING MATTRESSES)

- GOLD** CALPOL Vapour Plug and Nightlight For Children
- SILVER** Childs Farm SlumberTime 3-Step Routine
- BRONZE** Mamia Night Pants 15 Pack

### BEST NURSERY ACCESSORY (EXCLUDING COTS/CO SLEEPERS)

- GOLD** Mamia Sensitive Baby Wipes 64 pack
- SILVER** BabyBoo Organic Cotton BeddyBoo Sheets Range
- BRONZE** BBlüv Püre 3-in-1 Air Purifier with HEPA +

### BEST COT/CO SLEEPER

- GOLD** Maxi-Cosi Iora Air Co-Sleeper
- SILVER** Joie Roomie Go Travel Bedside Crib
- BRONZE** Gaia Baby Hera Bedside Crib

### BEST BABY SLEEPWEAR PRODUCT

- GOLD** BabyBoo SnuggleBoo Sleeping Bag And Suit Range
- SILVER** Lil & Izzy Organic Cotton 2.5 Tog Sleep Bag
- BRONZE** Tommee Tippee Newborn Baby Swaddle Bag

## BABY CARE

### BEST BABY NEWBORN ESSENTIAL

- GOLD** WaterWipes Original Baby Wipes
- SILVER** Pampers New Baby Nappies
- BRONZE** Mamia Newborn Premium Nappies Size 1 - 24 pack

### BEST BABY DEVELOPMENTAL TOY/PRODUCT

- GOLD** Matchstick Monkey Teething Toy For Baby
- SILVER** DluluKaloo Wooden Toys - Montessori/Waldorf Rocker With Or Without Ramp In Original Size
- BRONZE** Zazu Robin The Raccoon Baby Comforter

### BEST BABY WIPE

- GOLD** WaterWipes Original Baby Wipes
- SILVER** WaterWipes Textured Clean Baby Wipes
- BRONZE** Mamia Plastic Free Extra Sensitive Baby Wipes 60 Pack

### BEST DISPOSABLE NEWBORN NAPPY

- GOLD** Mamia Newborn Premium Nappies Size 2 - 60 Pack
- SILVER** Pampers Baby-Dry
- BRONZE** SuperValu Nappies - Size 1

### BEST DISPOSABLE BABY/TODDLER NAPPY

- GOLD** Mamia Nappies Size 4 - 48 Pack
- SILVER** SuperValu Nappies - Size 4

### BEST NAPPY PANT

- GOLD** Mamia Nappy Pants Size 6 - 32 Pack
- SILVER** Pampers Baby-Dry Nappy Pants
- SILVER** Pampers Active Fit Nappy Pants
- BRONZE** Dunnes Stores Baby-Dry Easy On Easy Off Pants

### BEST NAPPY CHANGING ACCESSORY

- GOLD** SuperValu Fragranced Nappy Bags
- SILVER** Mamia Baby Cleansing Pads 60 Pack
- BRONZE** Tommee Tippee Twist and Click Advanced Nappy Disposal Sengenetic Bin

### BEST BABY SOOTHER RANGE

- GOLD** MAM Original Night Soother
- SILVER** Tommee Tippee Closer to Nature Soother Range
- BRONZE** NUK Space Soother

### BEST REUSABLE / SUSTAINABLE PRODUCT

- GOLD** BabyBoo DribbleBoo Bandana Bib
- SILVER** Accessories4Babies My Feeding Bib
- BRONZE** Splash About Happy Nappy DUO

## BABY HEALTH

### PREFERRED BABY PAIN RELIEF FOR TEETHING

- GOLD** CALPOL Infant Oral Suspension Paracetamol
- SILVER** Nelsons Teetha Teething Granules
- BRONZE** Matchstick Monkey Teething Toy For Baby

### PREFERRED BABY TREATMENT FOR RELIEF OF COLIC

- GOLD** Infacol
- SILVER** Colief Infant Drops 15ml
- BRONZE** BioGaia Protectis Baby Probiotic Drops

### PREFERRED OMEGA SUPPLEMENT FOR TODDLERS AND KIDS

- GOLD** Eskimo-3 Kids Chewable DHA+
- SILVER** Vitabiotics Wellkid Peppa Pig Omega-3
- BRONZE** Cleanmarine For Kids Omega 3 Krill Oil Capsules

### PREFERRED VITAMIN D SUPPLEMENT FOR BABIES

- GOLD** BabyVitD3 Vitamin D3 Drops
- SILVER** BabyD Vitamin D3 Food Supplement
- BRONZE** BioGaia Protectis Baby Drops with Vitamin D

## PREFERRED SUPPLEMENT/MULTIVITAMIN FOR BABIES, TODDLERS AND KIDS

- GOLD** VIVIO Junior Multivitamin Tonic
- SILVER** Vitabiotics Wellbaby Multi-Vitamin Liquid
- BRONZE** ToddlerD Vitamin D3 Food Supplement

## ESSENTIAL SUPPORT FOR DIGESTION FOR BABIES, TODDLERS AND KIDS

- GOLD** Optibac Baby Drops
- SILVER** Udo's Choice Infant's Blend Microbiotics
- BRONZE** VIVIO Junior Tummies

## FEEDING AND WEANING

### BEST FOLLOW-ON FORMULA

- GOLD** Aptamil Follow On Milk
- SILVER** SMA PRO Follow-On Milk
- BRONZE** Kendamil Classic Follow-On Milk

### BEST BABY FOOD RANGE

- GOLD** Kiddylicious Range
- SILVER** Milupa Baby Cereals
- BRONZE** Mamia Snacks Range - Mamia Strawberry Strings/ Blackcurrant & Apple Shapes 4 x 12g

### BEST ORGANIC BABY FOOD RANGE

- GOLD** Mamia Organic Baby Food Range - Mamia Stage 1 Fruit Pouches 70g
- SILVER** Annabel Karmel Organic Puree Range
- BRONZE** SuperValu Organic Strawberry & Apple Fruit Pouch 120g

### BEST BABY/TODDLER SNACK

- GOLD** Freddy Fyffes Bananas
- SILVER** Kiddylicious Veggie Straws 12g
- BRONZE** SuperValu Kiddies Organics Mini Apple Rice Cakes

### BEST FIRST CUP/TRAINING CUP

- GOLD** Tommee Tippee Superstar Sippee Weaning Cup 4 Months+
- SILVER** NUK Magic Cup
- BRONZE** MAM Starter Cup With Glow Handles

### BEST PRODUCT FOR WEANING

- GOLD** WaterWipes Textured Clean Baby Wipes
- SILVER** Mamia Just Bananas 5 x 90g
- BRONZE** Accessories4babies My Feeding Pal

### BEST HIGHCHAIR

- GOLD** Stokke Tripp Trapp Chair
- SILVER** Joie Mimzy Recline Highchair
- BRONZE** Bugaboo Giraffe

## BEST FEEDING BOTTLE RANGE

- GOLD** MAM Easy Start Anti-Colic 260ml Bottle 2-pack
- SILVER** Tommee Tippee Closer to Nature Bottle Range
- BRONZE** Tommee Tippee Advanced Anti-Colic Baby Bottle

## BEST BOTTLE FEEDING ACCESSORY

- GOLD** Milton Sterilising Tablets
- SILVER** BabyBoo DribbleBoo Bandana Bib
- BRONZE** Milton Baby Bottle Cleaner

## EVERYMUM ESSENTIALS

### BEST PRODUCT FOR HOSPITAL BAG

- GOLD** WaterWipes Original Baby Wipes
- SILVER** Pampers New Baby Nappies
- BRONZE** Mamia Biodegradable Sensitive Baby Wipes 60-pack

### BEST PREGNANCY SKINCARE PRODUCT

- GOLD** Bio-Oil Natural Skincare Oil
- SILVER** Palmer's Cocoa Butter Formula Massage Lotion for Stretch Marks
- BRONZE** Elave Skin Hydrating Essentials

### BEST BREAST PUMP

- GOLD** Haakaa Silicone Breast Pump with Suction Base 150ml
- SILVER** Medela Freestyle Hands-Free Double Electric Wearable Breast Pump
- BRONZE** Elvie Stride Double Breast Pump

### BEST PRODUCT FOR BREASTFEEDING (EXCLUDING BREAST PUMPS)

- GOLD** Multi-Mam Compresses
- SILVER** Vitabiotics Pregnacare Breast-Feeding
- BRONZE** Tommee Tippee Made For Me Disposable Breast Pads

### BEST PREGNANCY SUPPLEMENT

- GOLD** Vitabiotics Pregnacare Plus Omega-3
- SILVER** Active Iron Pregnancy Plus
- BRONZE** Optibac Pregnancy

### BEST IRON SUPPLEMENT FOR PREGNANCY

- GOLD** Active Iron Pregnancy Plus
- SILVER** Spatone Daily Apple Iron Shots 28 Sachets
- BRONZE** Vitabiotics Feroglobin Liquid

### BEST FERTILITY SUPPORT

- GOLD** Vitabiotics Pregnacare Before Conception
- SILVER** Proceive Conception Max Women
- BRONZE** FERTI.LILY Conception Aid

## HOME CLEANING

### BEST HOME CLEANING PRODUCT

- GOLD** Milton Antibacterial Surface Spray
- SILVER** Mamia Sterilising Fluid 1-litre
- BRONZE** Zoflora Concentrated Multipurpose Disinfectant - Linen Fresh

### BEST LAUNDRY PRODUCT

- GOLD** Almat Triple Chamber Laundry Sachets 20 Pack (Non-Bio)
- SILVER** SuperValu Non-Bio Laundry Liquid Super Concentrated 875ml
- BRONZE** SuperValu Spring Fresh Concentrated Fabric Conditioner 1.5 litre

## FAMILY FRIENDLY SERVICES

### BEST BABY NURSERY RETAILER 2023

- GOLD** The Baby Room At Smyths
- SILVER** Tony Kealys Nursery Store

### BEST BABY ONLINE STORE 2023

- GOLD** Pregnancy&baby.ie
- SILVER** BabyBoo

### BEST FAMILY FRIENDLY SUPERMARKET 2023

- GOLD** Aldi Ireland
- SILVER** SuperValu



## WELL DONE TO ALL THE WINNERS OF THE NPPA 2023!

We are so proud of this industry and are 100% committed to supporting you by championing your award-winning products.



Ensuring that your parenting audience is connected with the right content explaining why you have won and where they can purchase, is key to the success of this award.



We are ready to support you with this ambition through our everypum, Ultimate Maternity Guide and content creation services.

Talk to us today about how we can amplify your win or if you would like to purchase an in-depth industry report from CORE Research on your product category, full of insights and consumer responses.

Thank you for being part of the National Parenting Product Awards 2023. It really has been an incredible year.

Kind regards,

A handwritten signature in black ink, appearing to read 'Gina Miltiadou'.

Gina Miltiadou

