



MATCHSTICK  
MONKEY™





Matchstick Monkey is a leading UK brand in babies and toddlers' oral health with a wide variety of teething solutions and quality oral care products to support parents worldwide.

The brand was born when new mum Katie Windridge was looking to relieve her daughter's teething pain and created the original design for the Matchstick Monkey teether. With the help of Touker Suleyman from BBC's Dragon's Den in 2016, it quickly grew to be one of the UK's favourite teething toys.

Matchstick Monkey's range now encompasses teething, dental, bathtime and gifting, and has received multiple gold awards from key consumer testing platforms such as *Mother & Baby* and *Made for Mums*.

The UK designed products are sold on their own website and are stocked by household retailers such as Boots, John Lewis, Target US, DM and El Corte Ingles, globally in over 50 countries.

### Teething

Our award-winning teethers massage sore gums, help apply teething gel precisely, and develop fine motor skills.



### Dental

Make them smile with our thoughtfully designed toothbrushes and dental products to help establish simple and fun oral care routines.



### Gifting

Beautifully packaged gift sets that combine our best-sellers with effective teething solutions for little ones - perfect for new parents.



### Bathtime

Bath toys that make bath time fun while encouraging early learning, featuring a no-holes design to prevent mould and built-in antimicrobial protection.





## Our Materials and Technologies



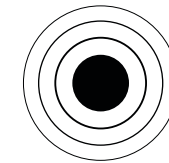
### Premium Silicone

Our silicone teethers are soft and kind to babies' gums and are made of non-toxic high-quality food-grade silicone without BPA, PVC or phthalates. They are all independently laboratory tested by Intertek and meet or exceed all regulatory requirements for safe oral use by babies.



### 100% Cotton

We choose to use organic cotton for our muslins, which uses no synthetic chemical fertilisers and pesticides and is not grown using genetically modified seed. This method of producing the all-natural fibre promotes also promoting biodiversity and biological cycles of the land it is grown on.



### Sonic Technology for Toothbrushes

Sonic technology uses high-speed vibrations to move the brush bristles, helping clean deep between teeth and along the gumline.



### Recyclable Packaging

We're consistently striving to remove single use plastic from our packaging. Our latest packaging update includes a wide range of recyclable cardboard.



## What is Biocote®?

**Biocote® Antimicrobial Technology** is an ingredient manufactured into Matchstick Monkey products, providing them with long lasting protection and keeping your little one safe from a wide range of microbes including bacteria, mould and mildew. This is not a coating that wears off over time.

## Why we use Biocote®?

**Biocote®** reduces the presence of microbes on our products by up to 99.99%, minimising the build up of mould, mildew and bacteria.

Biocote® is permanent and provides built-in protection for the expected lifetime of your products.

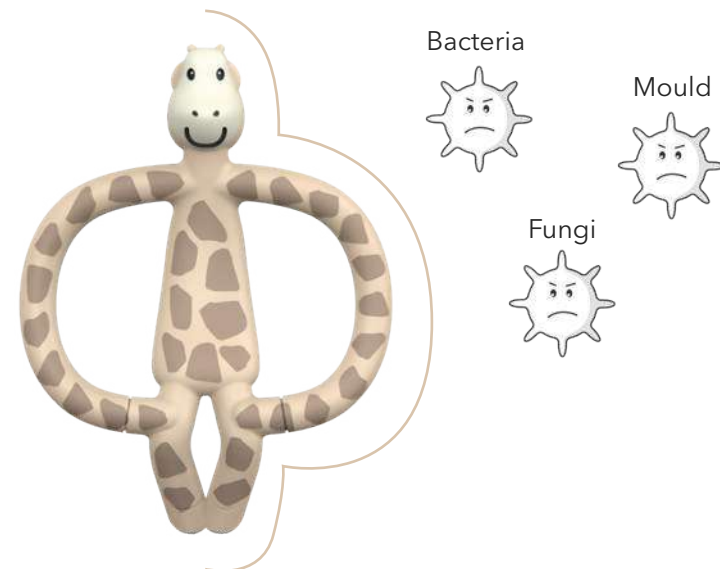
Biocote® provides continuous, around-the clock protection against bacterial growth, making products fresher and cleaner for longer.

Biocote® is certified safe for food contact.

## Surface protection with Biocote® Antimicrobial Technology



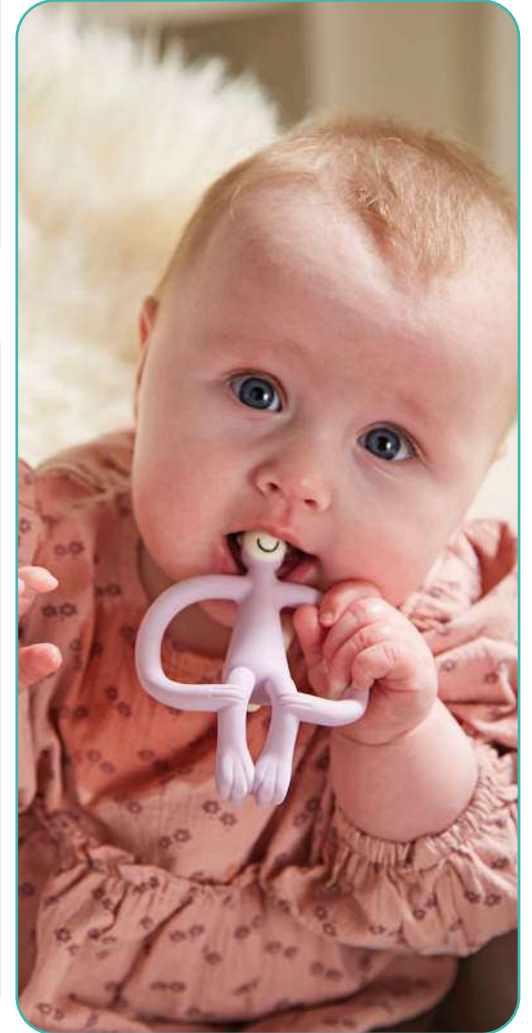
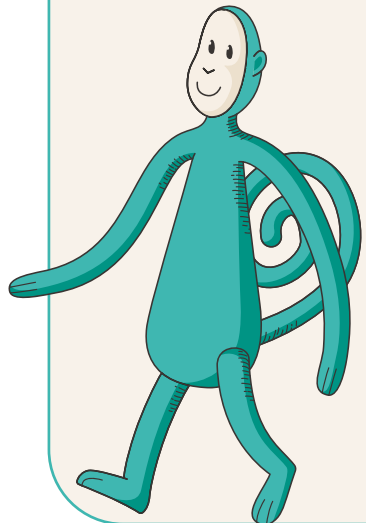
Biocote® additives, integrated during manufacturing, inhibit and reduce microbes by up to 86% in just 15 minutes.





# Teething Time

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## UK's Trusted Oral Care Brand Parents go-to teethers

Over 1m+ teethers sold worldwide

'Our daughter has grown up using the Matchstick Monkey range and we recommend it highly'

Dr. Fahad Khan, Dentist  
The Smile Designers Clinic, Sheffield, UK

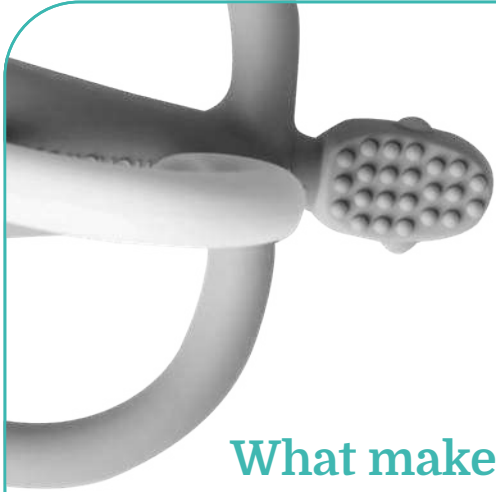


8K+ Reviews



"I love the design of this teether... it is made out of silicone and antimicrobial material so that I know the product is safe and hygienic"

Verified Buyer



## What makes our teethers a parent favourite?

- **Trusted by parents across the UK and worldwide**

- **Recommended by experts**

Developed with insight from dental and child-care professionals

- **Designed for teething**

Textured bumps target sore gums, including hard-to-reach molars

- **Quality Silicone**

Made from food-grade silicone, safety tested and free from BPA, PVC or phthalates

- **Hygienic & easy to clean**

Steriliser, dishwasher, and fridge safe for everyday use

- **Encourage fine motor skills**

Fun characters that encourage babies to chew and explore safely

- **Award-winning innovation**

Recognised for design, safety, and effectiveness



## The teething journey

Teething isn't just a short phase. It can recur at different developmental stages, from as early as 3 months through to the toddler years when molars appear. Every little one experiences teething pain differently.

### Common side effects are:

- Drooling
- Chewing or biting on hands, toys, or objects
  - Sore, swollen, or tender gums
  - Fussiness or irritability
- Trouble sleeping or shorter naps
  - Mild decrease in appetite
- Mild rash around mouth or bottom
  - Slight temperature increase
  - Looser stools



## Baby teeth: Development timeline

### Erupts

8-12 mths

9-13 mths

16-22 mths

13-19 mths

25-33 mths

### Upper teeth

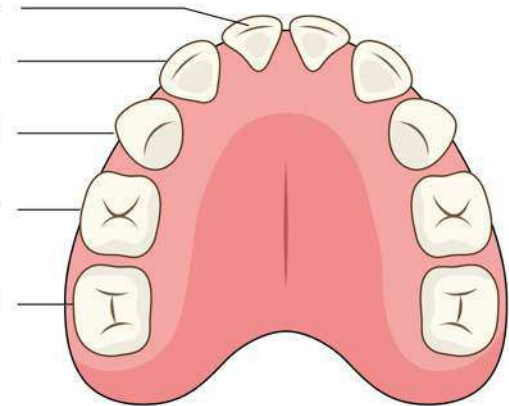
Central incisor

Lateral incisor

Canine(Cuspid)

First molar

Second molar



### Erupts

23-31 mths

14-18 mths

17-23 mths

10-16 mths

6-10 mths

### Lower teeth

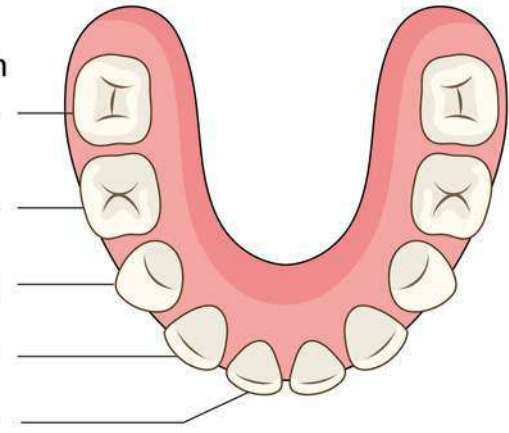
Second molar

First molar

Canine(Cuspid)

Lateral incisor

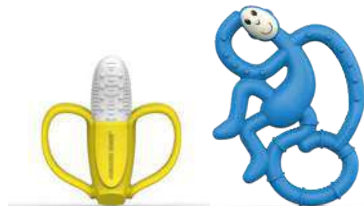
Central incisor



## Our teething stage recommendations

### Stage 1 3-6 months

- Flat, small shapes designed for newly emerging front teeth
- Lightweight and easy to hold
  - Helps to develop hand-eye coordination



### Stage 2 6-12 months

- Versatile shapes to reach different areas of the gums
  - Ergonomic "arms" designed to help develop fine motor skills
- Textured bumps to easily apply teething products to hard-to-reach molars



## Our products support parents through every stage of teething

For hard-to-reach molars



Our Original Monkeys massage the hard to reach molars that often cause a lot of irritation during teething

For early teethers



Our flexible Mini Monkeys are easy to grip for small hands

For applying teething gel



The bumps on the back of the teether's head make applying teething gels easy and hygienic

For on-the-go



Our Multi-Use Product Holders are a great on-the-go solution that stops you from losing teethers



## Original Teething Toy

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Our best-selling silicone monkey teether with clever bumps to apply teething products right to the source of pain



## Features

A fun, textured silicone teether providing soothing relief to aching gums

Contains BioCote® Antimicrobial Protection to keep the teether fresher and cleaner for longer

With soft silicone bumps to massage sore gums

Perfect for applying teething products to hard to reach molars

Lightweight and easy for tiny hands to hold

The ergonomically designed "arms" help develop fine motor skills

Can be used as a pre-training toothbrush

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

Suitable from 3+ months



Cool Grey



Blue



Pink



Orange



Yellow



Light Blue



Green



Mint Green



Dusty Pink



Airforce Blue



Purple



## New Colours



Peach



Olive Green



Lilac



Confetti Cream

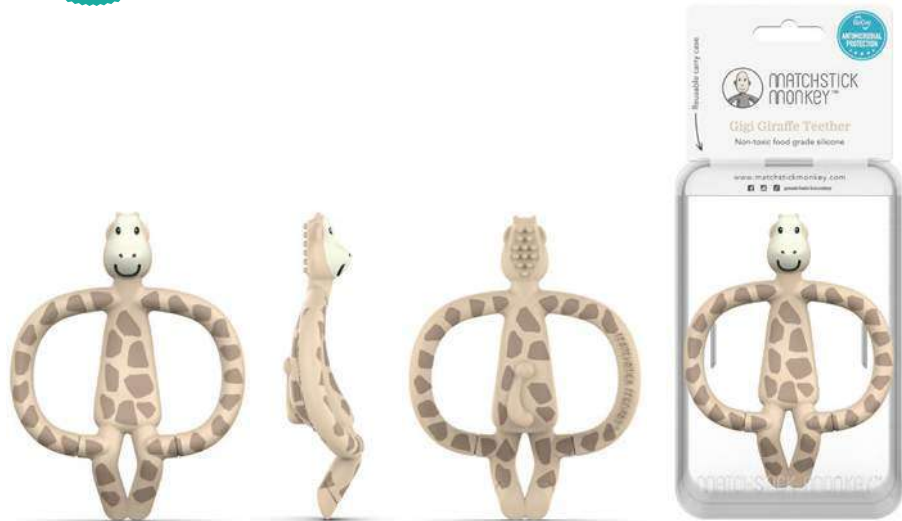


Love Hearts



Little Stars





## Animal Teether

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A fun range of animal friends to join the teething family





## Features

A fun, textured silicone teether providing soothing relief to aching gums

Contains BioCote® Antimicrobial Protection to keep the teether fresher and cleaner for longer

With soft silicone bumps to massage sore gums

Perfect for applying teething products to hard to reach molars

Lightweight and easy for tiny hands to hold

The ergonomically designed "arms" help develop fine motor skills

Can be used as pre-training toothbrush

Dishwasher and fridge friendly

Cold water and steam steriliser safe

Packaged in a reusable carry case

BPA free and FDA approved

Suitable from 3+ months



Ludo Lion



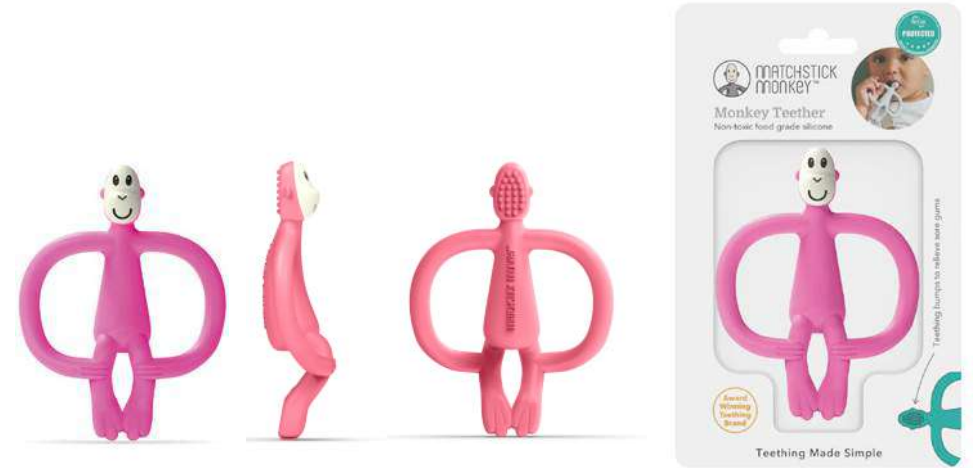
Gigi Giraffe



Teddy Tiger



Fudge Fox



## Monkey Teether

An innovative silicone monkey teether containing Biocote® Antimicrobial Protection



## Features

A fun, textured silicone teether providing soothing relief to aching gums

Contains BioCote® Antimicrobial Protection to keep the teether fresher and cleaner for longer

With soft silicone bumps to massage sore gums

Perfect for applying teething products to hard to reach molars

Lightweight and easy for tiny hands to hold

The ergonomically designed "arms" help develop fine motor skills

Can be used as a pre-training toothbrush

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

Suitable from 3+ months



Yellow



Purple



Green



Blue



Pink



Red



Dusty Pink



Mint Green



## Mini Monkey Teether

A lightweight and flexible teether, perfect for younger babies





## Features

A multi-textured teether which is perfect for younger babies

The ergonomic design is perfect for little hands to hold and grasp

Contains BioCote® Antimicrobial Protection to keep the teether fresher and cleaner for longer

Small & lightweight perfect on-the-go

Different textures to stimulate sore and irritated gums

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

Suitable from 3+ months



Blue



Pink



Orange



Yellow



Green



Mint Green



Dusty Pink



## Multi-Use Product Holder

An adjustable silicone strap to 'stop the drop'

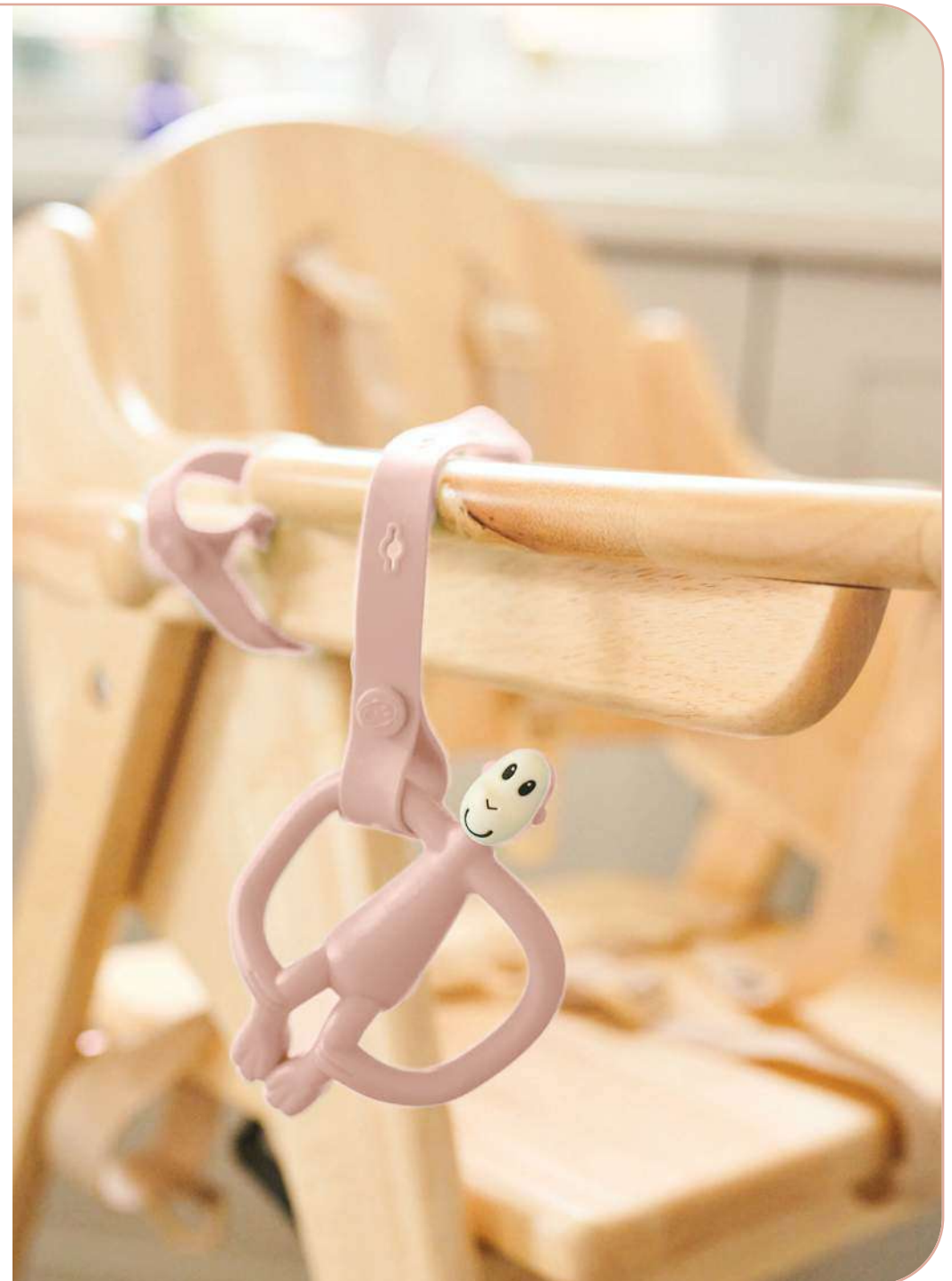
Simply wrap the silicone around any teether, bottle or baby accessory and clip the button into the appropriate hole

Attach the other side to any stroller, high chair or car seat

Contains Biocote® Antimicrobial Protection, keeping products fresher and cleaner for longer

Cold water and steam steriliser safe

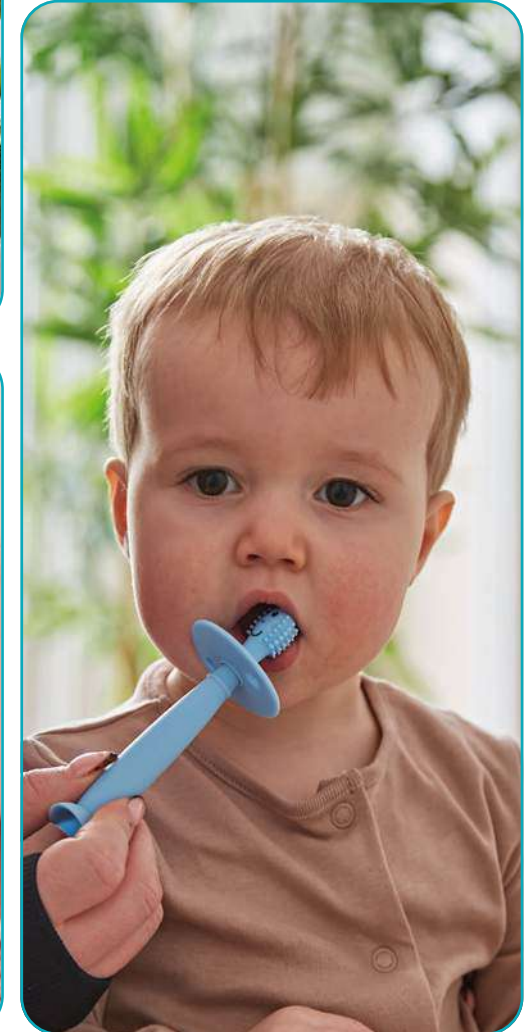
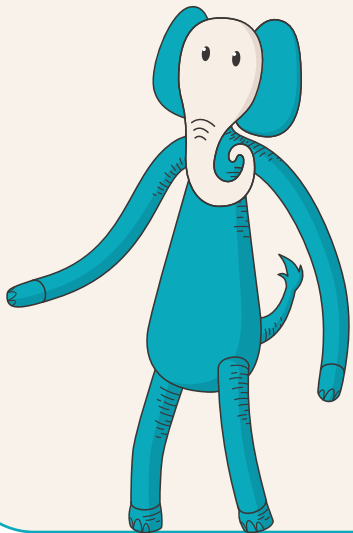
BPA free and FDA approved





## Dental Care

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## Our dental stage recommendations

### Stage 1 0-6 months

- First introduction to oral care
  - Soft and gentle cleaning of gums and first teeth
  - Designed for parents to use when caring for their baby's teeth



### Stage 2 6-18 months

- Products to help establish a healthy oral care routine
- Introduce babies to their first electric toothbrush
- Designed for little hands to support early, guided independence under parent supervision





Finger Toothbrushes & Case



## Finger Toothbrushes & Case

Soft and gentle cleaning of gums and first teeth

Portable case included

To be used by an adult on a baby

Contains Biocote® Antimicrobial Protection, keeping products fresher and cleaner for longer

Suitable for 3+ months



## Training Toothbrush

Ergonomically designed for easy brushing

Flexible and gentle on gums

Suction cup base for easy  
free-standing storage

Lightweight and easy for  
little hands to hold

Contains Biocote® Antimicrobial  
Protection, keeping products  
fresher and cleaner for longer

Dishwasher and fridge friendly

Cold water and steam steriliser safe

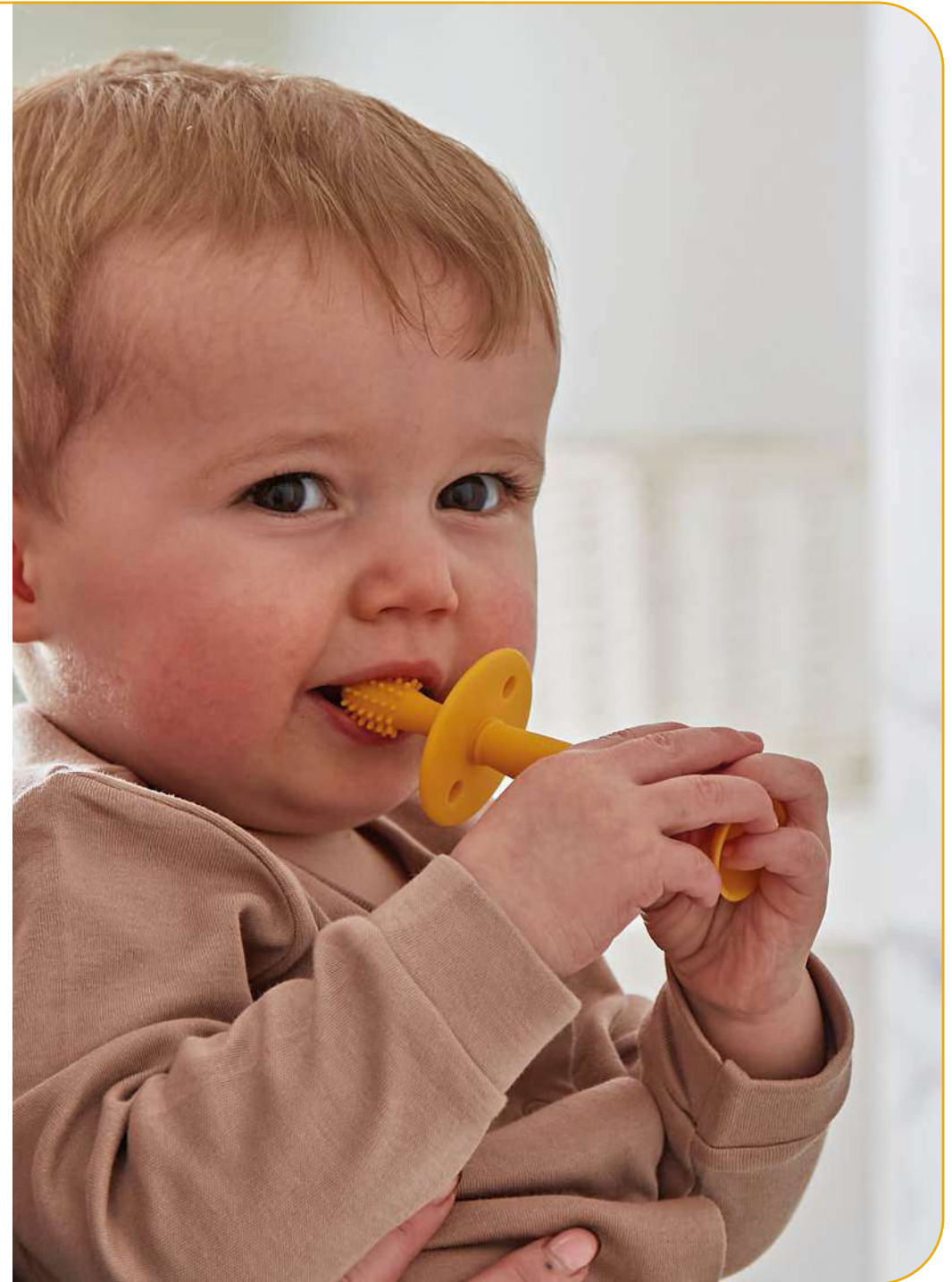
BPA free and FDA approved





## Toothbrush with Stopper

With a soft silicone handle for an easy grip and a built-in stopper to ensure safe brushing, this is the perfect first independent toothbrush.





## Features

Soft and flexible silicone bristles for gentle brushing and cleaning

Attachable stopper to ensure safe brushing

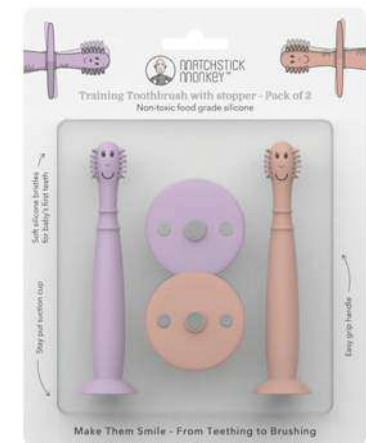
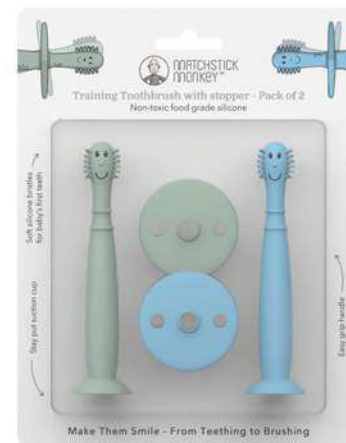
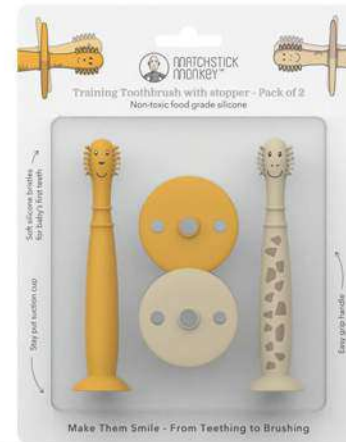
Suction cup base for easy free-standing storage

Lightweight and easy for little hands to hold

Contains Biocote® Antimicrobial Protection, keeping products fresher and cleaner for longer

BPA free and FDA approved

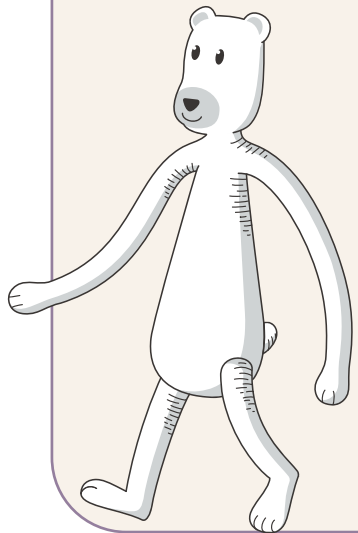
Suitable for 3+ months





## Gifting

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## What makes our teething sets perfect for new parents

- Thoughtfully curated, ready-to-gift sets featuring essential teething products
- Designed to meet multiple teething needs in one considered set
- Supports babies through key teething and early developmental stages
- Easy to use and clean, from a trusted and well-established brand
- Beautifully packaged and ideal for baby showers and newborn gifting





## Teething Starter Set

All the essential teething relief products, specifically designed to help care for different stages of the teething journey



## Features

Includes an Animal Teether, Flat Face Teether and Silicone Finger Toothbrushes

All the essentials to soothe any baby's teething pain

Perfect gift set for teething babies

Contains Biocote® Antimicrobial Protection, keeping products fresher and cleaner for longer

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

Suitable for 3+ months



Lion



Giraffe



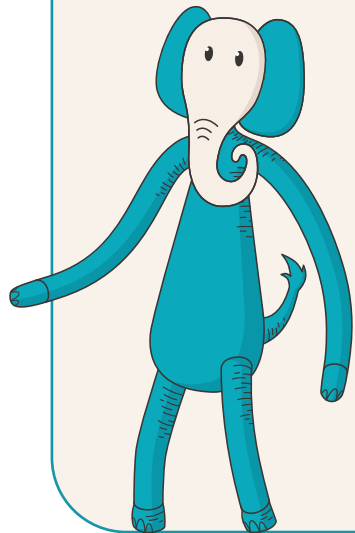
Peach



Light Blue



# Bathtime



## The Problem: a common bathtime issue

- Many bath toys can develop mould over time
  - Toys with holes can trap water inside, making them difficult to clean and allowing mould and bacteria build up



Typical mould build-up found in competitor bath toys

## The Solution: mould-free bathtime fun

- No holes, no mould - designed without holes that can trap water
- Biocote® Antimicrobial Protection helps reduce microbes on the toy surface by 99.9%
- Easy to clean materials designed to stay fresher for longer





## Wobblers

Bright and colourful wobbling bath toys that encourage early development and imaginative play



## Features

Ergonomically designed and easy for small hands to hold

Fun bright colours to engage little minds

Helps develop fine motor skills

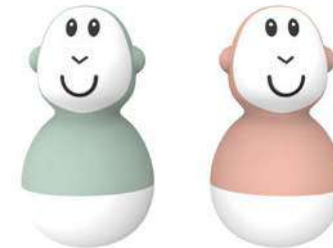
Designed to resist mould and mildew

Contains Biocote® Antimicrobial Protection, keeping products fresher and cleaner for longer

Clean with warm soapy water

BPA free and FDA approved

Suitable for 6+ months



Mint Green - Dusty Pink



Lion - Giraffe



Slide Set



## Slide Set

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Our best-selling bathtime set provides imaginative and creative play whilst encouraging hand-eye coordination



## Features

A fun bathtime slide set with  
3 animal face rocks

Attach to any bath or smooth surface in  
multiple ways using the suction pad

Encourages early learning and the  
development of fine motor skills

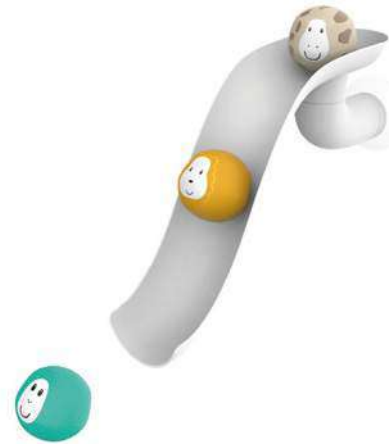
Designed to resist mould and mildew

Contains Biocote® Antimicrobial  
Protection, keeping products  
fresher and cleaner for longer

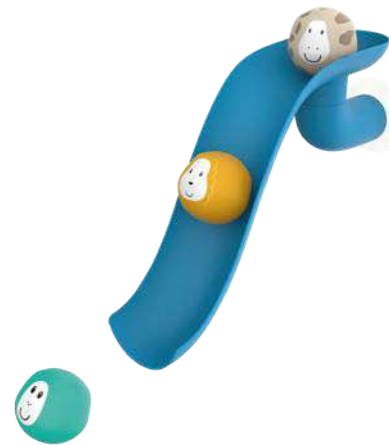
Clean with warm soapy water

BPA free and FDA approved

Suitable for 12+ months



White



Blue



 [@matchstickmonkey.me](https://www.instagram.com/matchstickmonkey.me)

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