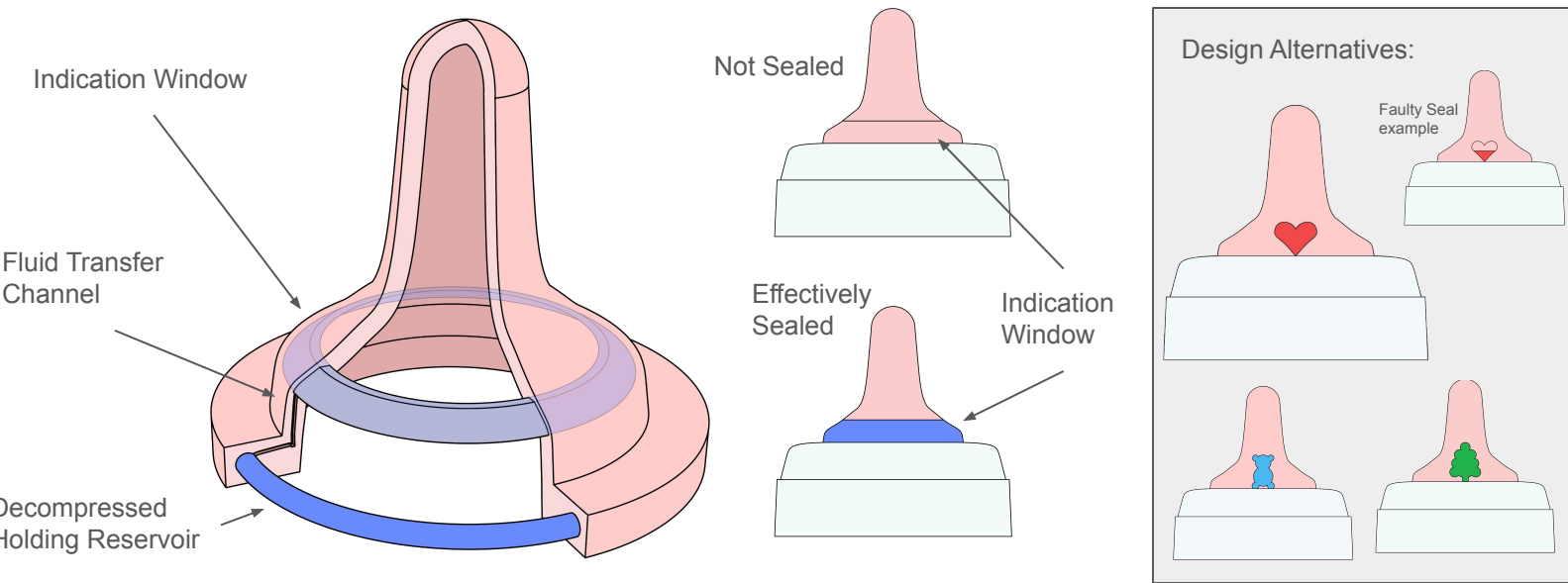


Problem Statement: *Parents can’t visually tell if baby bottle is effectively sealed.*

- It’s late at night. Your child is crying. You crank together the five parts involved in the Dr. Brown’s baby bottle Anti-Colic System. After a few minutes, you realize too much is gone. Your child doesn’t feed this fast. It’s dark, so you feel under their chin and sure enough it’s wet. Their outfit is wet. They are wet. You don’t know what they consumed and what has soaked them.
- This has happened to me numerous times, including twice in the same day. And after a brief survey, I found this has happened to the majority of parents. It can be a frustrating issue especially when dealing with the mess, baby discomfort, and not knowing amount of food consumed.



Key Benefits:

- Visual reassurance of a safe, secure seal before every feed.
- Leak-proof confirmation in less than half a seconds.
- Eliminates cross-threading and components missing or misalignment issues.
- Food-safe, no batteries
- Patent-pending visual indicator

Commercial Fit & IP Status

- Perfect add-on for Dr. Brown’s Natural Flow® line
- Estimated COGS delta (\$0.08)
- Provisional patent filed 12/2025
- Regulatory path (FDA food-contact silicone)