

# Cheeky Chompers<sup>®</sup>

Made by mums to help  
make parents' lives easier.

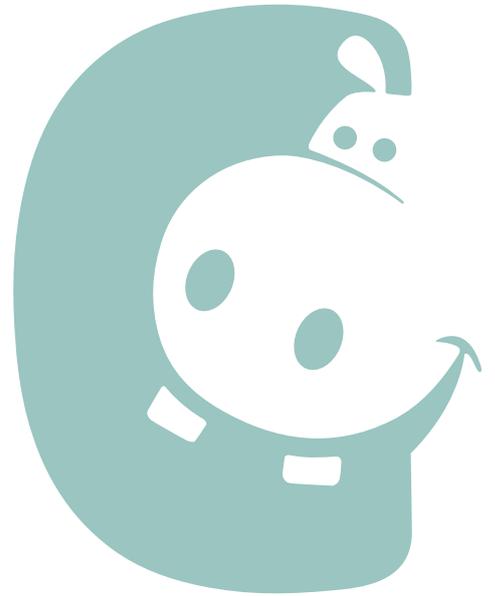
June 2022



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INTERNATIONAL TRADE  
2018



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# A Warm Welcome to Cheeky Chompers®

Our story began when we met in Edinburgh and became good friends whilst on maternity leave. When our babies were teething we turned a frustration into our first innovative product.

We are now so proud that Cheeky Chompers is a global brand leading the way in designing and producing ingenious baby essentials!

A big thank you to all our global customers for coming with us on this journey and helping us to get our award-winning baby and teething products in to the hands of parents, grandparents and carers to help make their lives that little bit easier.

Our vision is to be THE trusted go to brand worldwide for baby products and baby gifts with innovation at its core, delivered with intuition, quality and style.

*Julie & Amy xx*



Find out more about us...



## Helpful information

Please visit our Digital Asset Library on Dropbox for:

- Lifestyle and product images
- Product information
- Videos
- Brand and website assets

## Contact Information

**Sales enquiries:**

sales@cheekychompers.com

**General enquiries, Marketing or PR:**

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## Midnight Stars Collection



## Botanical Bloom Collection



# Neckerchew®



Machine Washable



Or Phthalates



FDA Approved



3 Layer Absorbency



CHEEKY CHOMPERS



# Neckerchew®



The award winning chewy dribble bib  
for teething babies

## 1. Attached

The teether is attached to the bib so no more picking up dropped teeth. The bib is secured by two adjustable poppers to grow with the baby. Suitable from 2 months - 2 years.

## 2. Chewable

The soft and pliable textured teething triangle gives a great bite using an innovative dimpled design.

## 3. Reversible

Two bibs in one, each bib is fully reversible for all day wear to suit a range of outfits.

## 4. Super Absorbent

Super soft jersey cotton with an absorbent middle layer, delicate on young skin.

## 5. Hygienic

No more sanitising dropped teeth.  
Machine washable at 40 degrees Celsius.

## 6. Safe

Safety tested to the highest standards worldwide, the Neckerchew contains no phthalates or BPA and will never flake or peel and is 100% safe to chew on.

**Did you know we also sell Medium and Large Neckerchews for older children and adults with All Needs?**

Get in touch for more information or to receive our All Needs Brochure.



Packaging Example



# Neckerchew®



## Our Cheeky Chompers Range - 100% Jersey Cotton

NEW

Available  
September  
2022



CC021 Leopard Spot

EAN 5060347717219

NEW

Available  
September  
2022



CC022 Rainbow Rose

EAN 5060347717226

Updated  
design



CC054 Panda Pals

EAN 5060347711637

Available  
until end  
2022



CC818 Every Cloud

EAN 5060347714409



CC795 Botanical Bloom

EAN 5060347713839

Available  
until end  
2022



CC491 Made with Love

EAN 5060347712382



CC481 Midnight Stars

EAN 5060347712368



CC490 Cheeky Animals

EAN 5060347712375



CC012 Baby Dino

EAN 5060347710296



Available  
until end  
2022



CC007 Polka Dot Pink

EAN 5060347710067



CC001 Preppy Stripes

EAN 5060347710005

## Muslin Collection

70% Bamboo with 30% Organic Cotton Muslin

Available  
until end  
2022



CC779 Loveable Lion

EAN 5060347713280



CC781 Pear Drop

EAN 5060347713273



CC601 Silver Stars

EAN 5060347711309

**Did you know... our new bamboo and organic cotton muslin mix creates an extra absorbent finish, which is breathable, silky soft and gentle on delicate young skin.**

# Neckerbib®



Machine Washable



3 Layer Absorbency



# Neckerbib®



Absorbent, reversible dribble bib for stylish teething tots

## 1. Adjustable

The bib is secured by two adjustable poppers to grow with the baby.

## 2. Reversible

Two bibs in one, each bib is fully reversible for all day wear to suit a range of outfits.

## 3. Super Absorbent

Super soft jersey cotton with an absorbent middle layer, delicate on young skin.

## 5. Stylish

Two pack of stylish reversible dribble bibs, to match every outfit and occasion.

## 6. Safe

The Neckerbib is machine washable at 40 degrees celsius. Safety tested to the highest standards worldwide.



Packaging Example



## Our Cheeky Chompers Range - 100% Jersey Cotton

Available  
until end  
2022



CC820 Every Cloud

EAN 5060347714423

Available  
until end  
2022



CC796 Botanical Bloom &  
Made with Love

EAN 5060347713822

Available  
until end  
2022



CC372 Unicorn & Dots

EAN 5060347712207



CC788 Stripes & Baby Dino

EAN 5060347713631



CC374 Midnight Stars &  
Cheeky Animals

EAN 5060347712429

## Muslin Collection

70% Bamboo with 30% Organic Cotton Muslin

Available  
until end  
2022



CC783 Loveable Lion & Pear Drop

EAN 5060347713297

**Did you know... our new bamboo and organic cotton muslin mix creates an extra absorbent finish, which is breathable, silky soft and gentle on delicate young skin.**

# Comfortchew®



Machine Washable



Or Phthalates



FDA Approved



# Comfortchew®



The attachable teething comforter with baby's 4 favourite essentials – comforter, teether, tags and the feel of their favourite teddy

## 1. Chewable

The soft, textured hippo teether gives great 'bite', to soothe tender gums.

## 2. Comforting

Super soft jersey cotton and sumptuous cuddle fleece that's delicate on young skin and highly absorbent.

## 3. Stimulating

Great colours, textures and shapes to stimulate little senses.

## 4. Attached

Innovative loop can be attached to the baby, cot, car seat, buggy and dummy. No more picking up dropped teethers or losing precious blankies.

## 5. Hygienic

No more dropped teethers. Machine washable at 40 degrees Celsius.

## 6. Safe

Safety tested to the highest standards worldwide, the Comfortchew contains no phthalates or BPA, will never flake or peel and is 100% safe to chew on.



Comfortchew Size 30cm x 44cm



Packaging Example



## Our Cheeky Chompers Range



NEW

Available  
September  
2022

CC023 Leopard Spot

EAN 5060347717233



NEW

Available  
September  
2022

CC031 Rainbow Rose

EAN 5060347717240



Available  
until end  
2022

CC819 Every Cloud

EAN 5060347714416



CC797 Botanical Bloom

EAN 5060347713846



CC800 Baby Dino

EAN 5060347713860



CC534 Midnight Stars

EAN 5060347712443



## Our Cheeky Chompers Range

Available until end 2022



CC559 Made with Love

EAN 5060347712504



CC530 Cheeky Animals

EAN 5060347712450

Updated design



CC044 Panda Pals

EAN 5060347711668

Easy to attach



# Cheeky Travel Blanket®

0m+



Machine Washable

Watch video



# Cheeky Travel Blanket®



Luxurious, practical and fun baby blanket with Cheeky hidden tags!

## 1. Straps

Handy straps to attach to a buggy or travel system to ensure the Cheeky Travel Blanket cannot slip down or be kicked off.

## 2. Fleece

Cuddle fleece and super soft jersey cotton help to ensure babies can snuggle in style and comfort whilst on the move.

## 3. Tags

A range of sensory tags inside and out to stimulate and soothe.

## 4. Foot & Hand Pouches

Designed to provide practical solutions for babies on the move, the Cheeky Travel Blanket combines an innovative cosy hand and foot pouch with cheeky hidden sensory tags.

## 5. Safe

The Cheeky Travel Blanket is machine washable at 40 degrees Celsius. Safety tested to the highest standards worldwide.

**Blanket Size 80cm long x 62cm wide**



**Packaging Example**

**Patterned jersey cotton front**

**Cuddle fleece reverse**

# Cheeky Travel Blanket®



## Our Cheeky Chompers Range

NEW

Available  
September  
2022



CC039 Leopard Spot

EAN 5060347717332

NEW

Available  
September  
2022



CC041 Rainbow Rose

EAN 5060347717349



CC790 Baby Dino

EAN 5060347713877



CC536 Midnight Stars

EAN 5060347712467



Great for air conditioned environments and travel!

# Teething Toys



Or  
Phthalates



FDA  
Approved



# Animal Teethers



Your textured teething friend

## 1. Easy to hold

Specially designed for little hands.

## 2. Chewable

This soft and pliable silicone teether has multiple textures to give a better chew.

## 3. Gel applicator

Specifically designed for little mouths with toothbrush like bristles on the reverse to help massage gums and can be used to apply teething gel.

## 4. Safe

Safety tested to the highest standards worldwide. The teether is made from food grade silicone and contains no BPA or phthalates. 100% safe for baby to chew on.



Packaging Example



Fridge Friendly



Or Phthalates



Dishwasher Safe



FDA Approved



Steriliser Safe

# Animal Teethers



## Our Cheeky Chompers Range



CC566 Darcy the Elephant

EAN 5060347712535



CC567 Bertie the Lion

EAN 5060347712528



CC568 Chewy the Hippo

EAN 5060347712542



Watch  
video



# Handychew<sup>®</sup>



Your sensory teething toy

## 1. Attachable handle

Innovative strap for baby to carry and can be attached to the baby or pushchair strap. No more picking up dropped teether toys.

## 2. Chewable

The soft, textured silicone teether gives great 'bite' to soothe tender gums.

## 3. Sensory features

The Handychew has a range of textures, a rattle, a crinkly ear and soft ribbons to stimulate little senses.

## 4. Pacifier loop

Easily attach a pacifier or dummy to keep close at hand.

## 5. Safe

Safety tested to the highest standards worldwide, the Handychew contains no BPA or phthalates, will never flake or peel and is 100% safe to chew on.



Packaging Example



Or Phthalates



FDA Approved



Machine Washable



## Our Cheeky Chompers Range



CC487 Bertie the Lion  
EAN 5060347712344



CC486 Darcy the Elephant  
EAN 5060347712337



Watch  
video



# Flexi-Brush<sup>®</sup> Toothbrush

0m+

2  
pack

NO  
BPA

Or  
Phthalates

FOOD GRADE  
SILICONE

FDA  
Approved

How to  
use me



# Flexi-Brush<sup>®</sup>



## Baby's starter toothbrush

### 1. Small Head

Perfect for little mouths and teeth.

### 2. Two Handed Design

For easy gripping.

### 3. Texture Food Grade Silicone

Safe and fun for baby to explore.

### 4. Soft Bristles

Gently clean and massage gums and teeth.

### 5. Applicator

For teething gel or toothpaste.

### 6. Safe Shape

Designed to prevent choking hazard.



CC994 Flexi-Brush Toothbrush 2PK

EAN 5060347717028

Packaging Example



# Teething Survival Kit



Or  
Phthalates



FDA  
Approved

How to  
use me



# Teething Survival Kit



Combat teething troubles for parent and baby

## Baby Keepsake Cards

Teething Milestones



## Chewy the Hippo Teether

Textured Baby Teether



## Neckerchew Teething Bib

Super Absorbent & Reversible



## Flexi-Brush

Baby's Starter Toothbrush



- **Tips and tools**
- **Compact storage**
- **Perfect on-the-go**

CC993 Teething Survival Kit

EAN 5060347717011

Packaging Example



# 6-in-1 MultiMuslin®



Machine Washable



Or Phthalates



FDA Approved

Watch video



# 6-in-1 MultiMuslin®



A breastfeeding cover and so much more!

## 1. Lightweight breastfeeding cover

Simply clip together the attachable rings for effortless and instant privacy.

## 2. Winding Cloth

Catch those burps and dribbles after feeds.

## 3. Teething Toy

The silicone rings can be used separately as safe, chewy teething rings. Link them together and attach them to a pushchair for on-the-go teething.

## 4. Blanket

Attach to your pushchair or car seat for a lightweight blanket.

## 5. Swaddle

A breathable, soft and cosy swaddle.

## 6. Pram Cover

Attach to your pushchair for a lightweight pram cover (allow for airflow).



Packaging Example

# 6 in 1 MultiMuslin®



70% Bamboo with 30% Organic Cotton Muslin



CC901 Silver Stars

EAN 5060347711347



CC782 Pear Drop

EAN 5060347713310



CC780 Loveable Lion

EAN 5060347713303

**Did you know... our new sustainable bamboo and organic cotton muslin mix creates a silky soft and breathable muslin that is gentle on delicate young skin.**



## Teething treat

**“Granddaughter finally managed to get her first teeth through thanks to Cheeky Chompers, great product and great service.”**

## Great gifts

**“They are the perfect gift for new parents – adorable & useful!”**



## Brilliant purchase of a blanket

**“I use with my baby carrier. It has so many uses.”**

## Baby present

**“Was looking for a gift for a modern mum. Found it. Beautifully presented and new mum delighted.”**

## These are the best bibs on the market

**“I used to get through half a dozen bibs a day, Cheeky Chompers are so absorbent it lasts all day and with super cute designs too. And with the added benefit of the teething bit! I won't buy any other bibs now.”**



# Cheeky Chompers®

[www.cheekychompers.com](http://www.cheekychompers.com)



Contact us at [info@cheekychompers.com](mailto:info@cheekychompers.com) or call us on 0131 440 8370

**2013** 

Cheeky Chompers is born  
Pitched on BBC's Dragons Den & launched in John Lewis (UK)

**2014**   
JoJo Maman Bébé

Hit 100,000 sales  
Co-branded range collaboration with Joules  
Launched in JoJo Maman Bébé

**2015** 

First TV Campaign  
Entered the North American market & scooped Gold Awards for NAPPA & Mom's Choice

**2016** 

Ernst & Young Entrepreneur of the Year  
Entered the German, French & Italian markets

**2017** 

Chomped on our millionth sale  
Global growth - selling across 4 continents worldwide

**2018** 

Queen's Award for Enterprise: International Trade  
Co-branded range collaboration with The White Company

**2019** 

Crowdfunding investment in new product development and global digital growth  
Co-branded range collaboration with John Lewis

**2020** 

'Best teething product and baby gift' - Loved By Parents & Baby Awards  
New website & luxury gift range launched

**2021** 

New UK Retailers Smyths Toys, Mamas & Papas and Next  
Launched in Portugal

**2022** 

Launch of the Flexi-Brush Toothbrush and Teething Survival Kit

