

Tomy

Last year, one of the leading providers of nursery equipment, Tomy, launched a new carrier range developed in conjunction with back and posture experts from the Anglo European College of Chiropractic.

The new Tomy Freestyle range was launched after conducting extensive research into ensuring comfort and safety for both parent and baby. Each carrier has an innovative 'bucket seat', which supports baby's thighs and prevents the hips tilting, thereby reducing stress on the baby's spine. A head hugger also supports baby's vulnerable neck. In addition, Tomy has designed the carriers to have wide padded straps, which join at the lumbar support and spread weight across the parent's body.

The range offers consumers different price points, all for under £50. The entry level TOMY Freestyle Classic Carrier is priced at £24.99 GRP and the mid range TOMY Freestyle Premier at £39.99 GRP. The top of the range TOMY Freestyle Premier Detachable costs £49.99 GRP and features a unique, patented 'S-Lock System', which enables the baby pouch to be completely removed from the parent harness for greater ease of loading and unloading.

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