

# MAMA BAMBOO

Best for Baby, You  
& Mama Earth too



"Best nappies on the market, never had a leak."  
Sumaya (Feb 2022)



Voted "BEST" by real mums and experts:  
best performing, super soft, natural,  
and better for nappy rash



# The UK and EU's best performing sustainable nappies, baby wipes



"The product has been phenomenal, I cannot even compare to normal diapers."  
Meagan (March 2022)

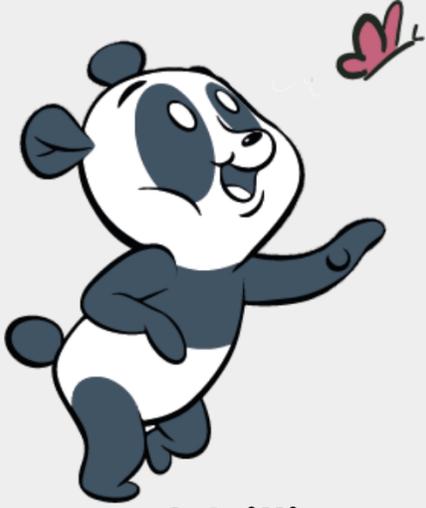
"Only wipes which don't make my babies' skin sting. And stronger than other biodegradable wipes"  
Carly (Sept 2022)

## Mama Bamboo

Reviews 556 • Excellent

★★★★★ 4.7 ⓘ

✓ VERIFIED COMPANY



# The Environmental Challenge

Building a better world for our babies' future

 3 billion nappies and 11 billion wet wipes are used and discarded in the UK every year, most are made using a significant amount of harmful plastics and chemicals

 Mama Bamboo use sustainably certified bamboo viscose, corn starch and chlorine free pulp to make our super soft nappies and use only bamboo cellulose for our wet wipes

 These are all compostable in industrial compost facilities

 Even our packaging is compostable corn starch PBAT



Mama Bamboo balances the need for the softest, gentlest, most natural products for babies, with the requirement for convenience and high performance for parents AND the need to be more sustainable for Mama Earth



Customers across the globe are demanding a change and proactively moving away from old-fashioned plastic brands - the power of the 'green pound' is growing in all countries



Providing your customers these modern biobased options like Mama Bamboo, which are more sustainably sourced and produced, reinforces your brand's own eco-positive messaging

# Committed to Sustainability



Everything we do is aimed at minimising environmental impact



**Biodegradable & Compostable**



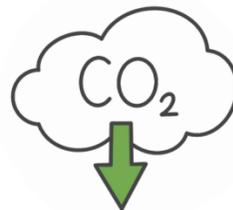
Biodegradability  
SGS Certified



**Sustainably Sourced**



Sustainability Forest  
Management



**Carbon Neutral**



UN Sustainable  
SUMMIT Status



**Vegan & Cruelty Free**



Officially  
Vegan



**Plant-Based Packaging**



Compostable  
Bio-Plastics

# Award Winning Product Range



## Bamboo Nappy Pants



## Bamboo Eco-Nappies

Award-winning eco-nappies and nappy pants made from the softest luxury breathable bamboo viscose, and chlorine free wood pulp

- 100% bamboo viscose covers
- 100% compostable liners and packaging
- Breathable and temperature regulating



## Bamboo Baby Wipes



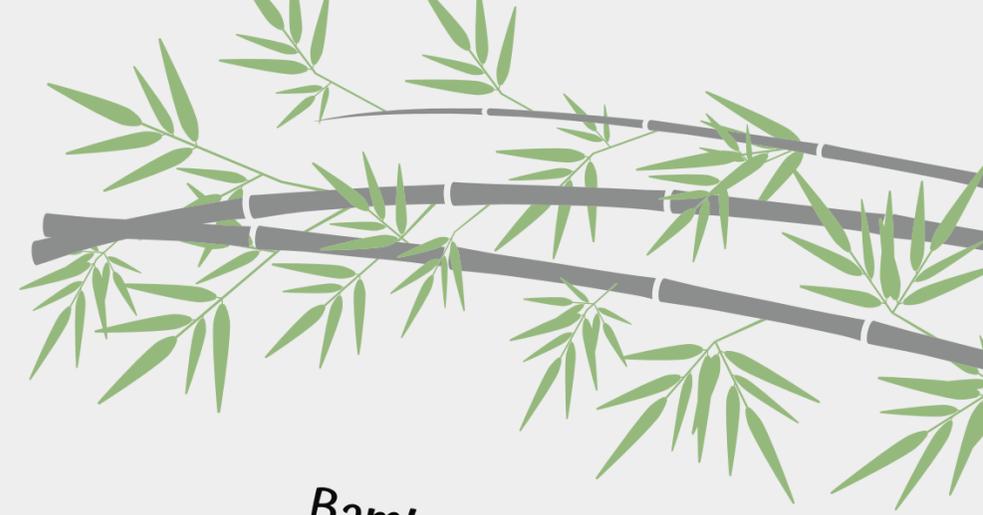
Award-winning 100% compostable softer-than-cotton bamboo wipes

- 99.4% purified water
- Aloe Vera and Coconut Extract
- Stronger than wood-pulp viscose



# Why Bamboo?

Luxuriously soft, hypoallergenic, sustainable bamboo



*Bamboo is the most sustainable resource for nappies - and it happens to be super soft, absorbent and breathable too!*

## Best for Baby

Bamboo contains the natural bioagent Bamboo Kun - so our nappies and wipes are naturally antibacterial and hypoallergenic (perfect for sensitive skin)

Bamboo viscose is super soft and excellent at regulating temperatures against a baby's skin... reducing nappy rash!

## Best for Mama

Our bamboo nappies and wipes provide parents with an eco-friendly, reliable, high performance, high absorption, convenient choice

**Happy Baby = Happy Parents**



We use 100% certified sustainable Moso Bamboo resources

*Bamboo is the ideal crop for helping to lower CO2 and slowing climate change*

## Best for Mama Earth

Bamboo is 3x more effective as a carbon sink than any other crop

Moso bamboo grows incredibly fast (up to 1m/day) and is sustainable to harvest (no additional cultivation is required)

Chemicals, pesticides or fertilisers are not necessary - and its roots even prevent soil erosion

# Target Consumers

Environmentally conscious parents, who want the best for their baby

Parents are making changes in their lifestyle to accommodate concerns, and are prepared to go out of their way to buy the right products for their baby, as well as pay a premium for the best products...

OUR PARENTS  
RESEARCH  
PRODUCTS AND  
MAKE INFORMED  
DECISIONS

## Our typical customer is...

Aged 25-35 years old  
'B' social demographic  
Homeowner £60-£100K income  
Environmentally conscious  
Premium + quality brand loyal

Our consumers want the very best products for their newborn baby

They need convenience, but have an awareness of the issues around sustainability and the environmental impacts of disposable nappies



# Market + Value Proposition

Leading UK brand in growing global market



## Value Proposition

The UK's Original Bamboo nappy and wipe brand

Europe's first B-Corp nappy company

Leading premium brand: eco-friendly and luxurious

The only brand to consistently win "Made for Mums" year after year

B2C success: +250% YOY growth since founded in 2018

Mama Bamboo in perfect position to deliver sustainable, premium nappies and wipes in a high growth market

## Global Market Growth

Global market value of the Baby Diaper and Baby Wipes Market is forecasted to expand to over \$70bn by 2023

The global volume of nappies sold is expected to increase to a total of 222 billion by 2023

The global baby wipes industry is expected to increase 19% more by 2023 too

Overall, combined global sales of baby diapers and wipes are expected to grow by a total of 20% by unit volume and 36% in value by 2023



**Best for Baby,  
Best for You,  
Best for Mama Earth too**



**Wholesale Portal**

[\(click here\)](#)

**Contact Us**

[\(click here\)](#)