

# 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





✓ 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

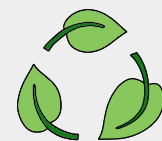
 Even our packaging is compostable corn starch PBAT



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**



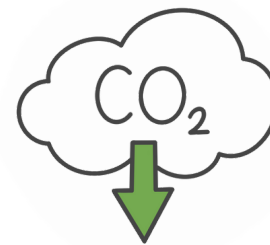
Biodegradability  
SGS Certified



**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



Sizes 0-5

## 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



Sizes 4-7

## 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



## 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

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



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Best for You,  
Best for Mama Earth too**



**Wholesale Portal**

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