

frida

Frida
H1 2026 NPD

A person wearing a white sweater is sitting on the floor, holding a baby's feet. The baby is lying on a green blanket. The person is using a digital thermometer to check the baby's temperature. The thermometer displays 98.2°F. The text "frida baby" is overlaid in the center of the image.

frida baby

NEBULIZER SALINE SOLUTION

frida Nebulizer Sterile Saline

Soothes irritated airways
for fast congestion relief



Ultra-Quiet
Portable Nebulizer*

30 Saline Vials (5ml)
0.9% sodium chloride

frida Nebulizer Sterile Saline

Soothes irritated airways
for fast congestion relief



Ultra-Quiet
Portable Nebulizer*

10 Saline Vials (5ml)
0.9% sodium chloride



Problem Opportunity

When children get sick, parents are looking for tools that can help provide relief, fast. The success of our nebulizer has proven how critical accessibility is during high-stress parenting moments.

Saline solution is typically only available via a prescription. By making it available over the counter, we're helping parents get access to complete solutions that provide fast relief from bronchitis, colds and the flu.

Key Features

- For use with Frida's Ultra-quiet Nebulizer
- Babies 1+ months
- Delivers relief from colds, bronchitis, and the flu
- Drug-free, all natural, 0.9% Sodium Chloride
- 30 5ml single dose vials

SRP

- 30ct: \$29.99
- 10ct: \$12.99

SPLASH SHELF

frida SPLASH SHELF

Keeps bath time waves + toys
in the tub and off the floor



1 Silicone Bath Shelf

1 Silicone Bath Shelf

1 Silicone Bath Shelf

Problem Opportunity

Transitioning from an infant bath to a full-sized tub brings new challenges.

While splashing is fun for babies, it often creates messes and slippery, hazardous surfaces.

Key Features

- Splash wall and lip prevents water from splashing outside of the tub
- Flexible wall
- Play surface
- Sturdy suction cups
- Made with soft silicone

SRP

- \$49.99

STACK + POUR BATH TOWER



Ways to Play Cards

12-18 MONTHS

frida Stack It Up!

Encourage your child to:

- Grasp + release the rings
- Stack two or more rings
- Scoop + pour water

Teach through play:

- Name colors as they pick them up
- Ask: "Where does this one go?"
- Use words like "big," "small" or "on top"

Milestones:

- Gross-to-fine motor skills
- Hand-eye coordination
- Cause + effect



18-24 MONTHS

frida Sort, Count + Imagine

Encourage your child to:

- Stack rings independently
- Sort and nest by size
- Use objects in pretend play

Teach through play:

- Count each ring while stacking
- Ask: "Where would you put the next one?"
- Pretend the ring is a boat

Milestone Support:

- Planning + sequencing
- Language expression
- Imaginative play



Problem Opportunity

As babies move to standard tubs, they become more mobile and curious—but parents often lack engaging, developmentally appropriate bath toys. At 18–24 months, children begin tracking motion, exploring cause-and-effect, and manipulating objects—skills often underutilized during bath time.

Our Stack and Pour Bath Toy supports these milestones through age-appropriate play, building gross motor skills, sequencing, and shape recognition—transforming bath time into a meaningful learning moment.

Key Features

- 3 Stacking cups and ball
- Drain holes to teach cause & effect
- Flowing tower and suction cup base
- Ways to Play Guide

SRP

- \$12.99

SORT + SOLVE BATH TRAY



Ways to Play Cards



Tangrams



Problem Opportunity

As toddlers move to standard tubs, they become more curious and mobile—but age-appropriate, development-focused bath toys are limited.

By 2.5 years, kids are refining fine motor skills, sorting, and using simple mechanisms, yet bath time often misses these learning moments.

Our Sort and Solve Bath Tray promotes sorting, shape and color recognition, and early counting—turning bath time into purposeful play.

Key Features

- Multiple shapes and colors
- Stacking puzzle
- Floating foam pieces
- Ways to Play Guide
- Tangrams

SRP

- \$14.99

Introducing Bath Toys

STACK + POUR BATH TOWER



12-18
months

18-24
months

24-36
months

✓ **Gross to fine motor skills**

Grasping, floating, stacking, and knocking down

✓ **Matching & Sorting**
✓ **Hand Eye Coordination**

Color & shape matching through stacking to reinforce grip and precision

✓ **Imaginative Play**
✓ **Spatial Reasoning**
✓ **Planning & Sequencing**

Encourages imaginative play – child uses pieces as props (e.g., Ski Hockey)

Primary Age Group

SORT + SOLVE BATH TRAY



✓ **Gross to fine motor skills**

Floating & simple stacking to build early coordination and sensory curiosity

✓ **Early Problem Solving**
✓ **Matching & Sorting**

Introduces early sequencing and color recognition (e.g., stack by size, match colors)

✓ **Imaginative Play**
✓ **Symbolic Thinking**
✓ **Categorizing & Sorting**

Builds logic and memory-building. Toys double as props in pretend scenarios.

Primary Age Group

DROP-DOWN POTTY SEAT



Problem Opportunity

Potty Training requires various tools and accessories, leading to increased bathroom clutter.

Key Features

- Semi-permanent
- Easy install + removal
- Integrated fit to most standard size toilets
- Anti-slip grip

SRP

- \$16.99

A close-up, warm-toned photograph of a person's arm and hand resting on their head. The skin is a rich, golden-brown color. The hand is positioned near the ear, with fingers slightly curled. The background is a soft, out-of-focus light brown. The text "frida mom" is overlaid in the center in a clean, white, sans-serif font.

frida mom

Flow + Go™ Breastmilk Cooler



Includes a 20oz bottle

Can hold individual bottles



Stores milk bags

Holds bag in place for seamless milk transfer

Problem

Pumping on the go is a major stressor for new moms and a reason many feel unprepared and overwhelmed at the thought of leaving home and ultimately site for stopping before they planned. Specific concerns are - maintaining milk at a safe temperature without access to a refrigerator and transferring milk from pumps to bags or bottles without spills outside of the kitchen.

Key Features

- Keeps up to 20oz of milk cold for up to 24 hours
- Versatile design holds milk bags or bottles
- Easy-carry handle
- TSA friendly
- Made without BPA, BPS, PVS, or Phthalates
- Includes a 20oz bottle, 2 ice pucks, outer cover, and dual-hold frame

SRP

- \$59.99

Portion + Pour™ Breastmilk Storage Bags



Breastmilk Bag Variations Available:

Portion + Pour Breastmilk Storage Bags 100ct - Variety Pack: \$15.99

Portion + Pour Breastmilk Storage Bags 4oz 50ct - Split Serve: \$9.99

Portion + Pour Breastmilk Storage Bags - Single Serve 6oz, 50ct: \$9.99

Problem

While milk storage bags are an essential part of most pumping journeys, most breastmilk storage bags weren't designed with real pumping moms in mind. They're flimsy, prone to spills, awkward to pour from, and don't offer flexibility leaving moms concerned that they may ultimately thaw more than baby needs leading to milk waste.

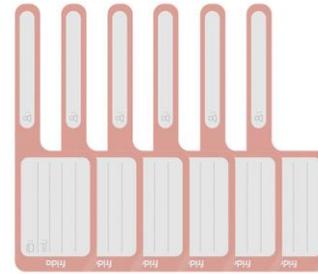
Key Features

- Precise portions for every baby stage + age
- Two bag styles allow for the thawing of 2, 4, or 6 oz
- Standard bag holds up to 6oz of breastmilk
- Split Stash bag uses a push-pop design to allow mom to thaw only what she needs (2oz at a time) – for more control, less waste
- Made without BPA, BPS, PVC, or Phthalates
- Designed for max milk security
- Leak-proof double-zipper seal
- Perfect-pour spout transfers milk from bag to bottle
- No-slip finger grip helps prevent spilled milk with a secure, one-handed hold

SRP

- \$15.99, 100ct Variety Pack (50/50)

Colostrum Collection + Feeding Kit



Problem

Colostrum is the first form of breastmilk produced during pregnancy and in the first few weeks after giving birth. It provides essential nutrients and antibodies during the first few days of baby's life and is called "liquid gold" because of its yellowish color and nutritional value.

While beneficial and gaining popularity in the US, colostrum collection during pregnancy beginning at 37 weeks via hand expression can feel like a complicated, clinical process (limited education, hand expression is a difficult technique, sensitivities, overwhelm).

Key Features

- Designed for collection, storage, and feeding
- Made without BPA, BPS, PVC, or Phthalates
- Include x6 collectors made with 100% food-grade silicone
- Wide scoop flange catches thick colostrum
- Elongated feeding tip suctions + feeds tiny drops
- Keep-clean cap safeguards the feeding tip
- Includes a carrying case + cleaning essentials (cloth, brush)

SRP

- \$29.99

Colostrum Collection Pump Adapter Set



Problem

Colostrum is the first form of breastmilk produced during pregnancy and in the first few weeks after giving birth. It provides essential nutrients and antibodies during the first few days of baby's life and is called "liquid gold" because of its yellowish color and nutritional value.

Colostrum collection can begin immediately after birth using a manual breast pump and while beneficial and gaining popularity in the US, pumps aren't made for colostrum collection – precious drops can get lost within the many channels of the pump (tubes, valves, etc.).

Key Features

- Adaptor is designed to attach to our Manual Breast Pump
- Made without BPA, BPS, PVC, or Phthalates
- Include x2 collectors made with 100% food-grade silicone
- Enable the collection, feeding, and storage of colostrum
- Wide scoop flange catches thick colostrum
- Elongated feeding tip suction + feeds tiny drops
- Keep-clean cap safeguards the feeding tip
- Includes cleaning essentials (cloth, brush)

SRP

\$15.99

Full-Body Support Pregnancy Pillow



Available in Ivory and Taupe

Problem

Pregnant women often experience discomfort, pain, and trouble sleeping as their growing bump puts pressure on their hips, back, and legs. Additionally, pregnancy can limit sleep positions requiring some women to change the way they'd typically sleep comfortably. Some pillows offer limited support and fail to alleviate pressure in multiple areas of the body at once requiring mom to adjust her pillow as she adjusts her sleep position.

Key Features

- 360 support + comfort from head to toe
- Customizable head pillow gives mom the option to swap in her preferred pillow
- Firm fill remains contoured night after night
- The pillow is contoured for recommended left-side sleeping
- Back band keeps the pillow tightly in place, so it doesn't move as mom does
- Breathable material keeps mom cool
- Includes reusable vacuum sealed storage bag

SRP

- \$59.99

Compact Support Pregnancy Pillow



Available in Ivory and Taupe

Problem

Pregnant women often experience discomfort, pain, and trouble sleeping as their growing bump puts pressure on their hips, back, and legs. Additionally, pregnancy can limit sleep positions requiring some women to change the way they'd typically sleep comfortably. Some pillows offer full body support but can be hard to move around and take up most of the bed making them hard to store.

Key Features

- Dual inner pillow design allows mom to adjust pillow shape to meet her needs
- Twists + bends to create 4 common pillow shapes in 1
- Compact size saves space in bed
- Firm fill remains contoured night after night
- Breathable material keeps mom cool
- Includes reusable vacuum sealed storage bag

SRP

- \$49.99

Designed for
every preference



SRP: \$49.99

TARGETED SUPPORT

FULL - QUEEN BED



SRP: \$59.99

FULL-BODY SUPPORT

KING BED

BREATHABLE, KEEP-COOL FABRIC

ADJUSTABLE DESIGN FOR PERSONALIZED COMFORT

COMPACT STORAGE WITH REUSABLE VACUUM BAG

Dual Support Belly Band



Available in Clay and Cocoa
Available in S/M and L/XL

Problem

During pregnancy, many women experience physical discomfort and strain due to the weight of the belly, which can lead to back pain, pelvic discomfort, and even posture issues. The additional weight/pressure can also make walking, standing, or sitting for extended periods of time difficult. A pregnancy belly support band provides targeted support to the abdomen and lower back to alleviate discomfort by evenly distributing weight.

Key Features

- Two ways to wear for support throughout pregnancy
- Removable top strap for added support in the final stages of pregnancy
- Delivers both back support and hip compression
- Flexible back boning supports the lower back
- Adjustable hip compression helps redistribute weight
- Durable velcro holds all day
- Seamless design with breathable fabric
- Available in S/M and L/XL

SRP

- \$59.99