



grabbease[®]
by elli&nooli

developing and supporting
independence

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Hi!

I'm Maya Shalev, founder of grabease. I always loved problem solving (possibly due to my previous life as a lawyer and trained mediator), and I loved observing my babies' development.

With each of my children a new product was born as well, a product I felt was missing in the market and could help babies and parents.

The patented grabease line of products came to life in my kitchen after the birth of my third child. I noticed that it was really hard for babies to feed themselves.

It made me realize that traditional baby utensils are much too large and aren't designed for a young child's natural hand grasp.

I started breaking the spoons in my kitchen and designing new handles using play-doh until I reached an ergonomic design that felt right for my son. Later on I added the choke protection guard for mom's peace of mind.

Supporting is my passion. Via personal connection, product development and caring for the ones in need in our community.



Ergonomic Utensils



SHALLOW SPOON

Allows baby to easily clean spoon with lips



CHOKES PROTECTION BARRIER

Prevents from sticking too far into their mouths and gagging



WHAT'S ALL THE BUZZ ABOUT?

ERGONOMIC HANDLE

Promotes pincer grasp and improves fine motor skills



Our utensils are designed to safely nurture independence in little ones ready to meet their self-feeding developmental milestone. Our patented fork and spoon sets were the first utensils designed with babies' independence in mind, and they come highly recommended by Occupational Therapists. The ergonomic handle fits comfortably in babies' natural hand grasp, making the hand-to-mouth motion easier!



teal

orange

blush

mint

lavender

navy

forest

black

white

gray

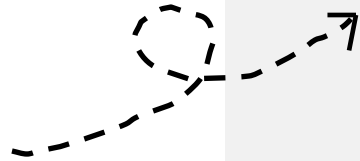
Each grabease ergonomic utensils set includes:
a reusable EVA snack pouch, as well as fun jumbo grabease sticker!



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Double Sided Toothbrush



developing and supporting independence through stress free brushing





“My little brother never lets my parents brush his teeth, he wants to do it all by himself, but it’s really hard for him to get the brush into all places and he also gags a lot, it’s hard for everyone. So after my mom created grabease utensils, I thought it could be a good idea to make a grabease toothbrush. My mom and I worked on the design together and we got it patented in my name!”

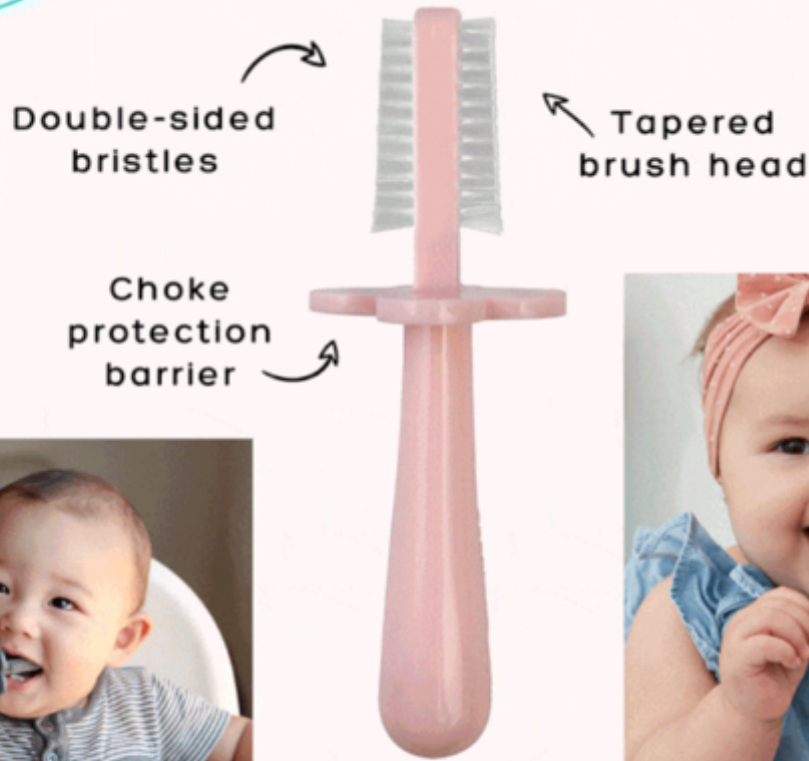
-Alma, little inventor, 8 years old





THE DOUBLE-SIDED TOOTHBRUSH

Say goodbye to epic battles at brushing time.



The grabease Double Sided Toothbrush makes brushing baby and toddler teeth faster and safer! The tapered brush head reaches the most teeth at once, ensuring no teeth are missed. The choke protection barrier allows your little one to practice brushing safely. Encourage good dental hygiene from the moment that first tooth comes in with the FREE included silicone baby finger toothbrush!



Allover Bib



eliminates the stress that comes with the mess of little one's learning to self feed





The grabease Allover Bib contains your little one's all over mess at meal time. Our oversized bib with stretchy elastic hem pairs easily with any highchair. Made from lightweight, stain resistant, and washable fabric. We constructed our bib with a single layer to keep debris and yucky gunk from getting trapped. Perfectly comfy with stretchy neck and arm holes. Sized to fit from 6 to 24 months. Wipeable and machine washable for the easy clean up you have been dreaming of!



**ALLOVER
COVERAGE**
To contain mess and
keep your little one's
cute outfit clean.

MACHINE WASHABLE
Eat, rinse, repeat!

**MODERN PLACE
SETTING PRINT**
Made with leak proof
and stain resistant
fabric!





teal



blush



navy



Silicone Spoons



Kickstart BLW with our stage 1 self-feeding silicone spoon! Our fun, chewable starter spoon encourages your little one's independence with an easy to grip handle and choke shield for safe exploration!



teal

gray

blush



- Soft ergonomic spoon to kickstart self-feeding
- Textured handle for enjoyable chewing for teething babies
- Choke protection barrier for safe self-feeding
- Recommended by occupational therapists to encourage independence
- Made from non-toxic, food-grade silicone
- FDA tested and certified safe





Silicone Suction Bowl





Sectioned to promote healthy portion sizes & satisfy picky eaters. Deep sides for easy scooping. Strong suction base that will adhere to most surfaces. Made of bacteria resistant, food grade silicone.



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