

YOOFOREA Brand Messages

Canadian Innovation

A beyond industry standards baby brand created by a mom to other moms placing safety and care at the core of design.

Pure, safe and healthy
Beyond Industry Standards

1. Our Story:

Yooforea is a Canadian baby products brand created by Fiona, who always wanted to provide the best for her daughter, in every way possible. After a lot of research on what was available in the market, Fiona decided to improve and create a new industry standard, feeding products that eliminate plastics and chemicals, offering babies, toddlers and families safe, hygienic, and durable options.

2. Our Mission:

Yooforea's mission is to provide healthy and safe feeding products to children, by a mom for other moms. We want to protect our kids from the harmful chemicals and substances found in most of the products on the market and to ensure they grow strong and healthy.

We want the best for families! To ensure the highest level of safety, we insist on meeting and exceeding the US safety standards as established in the CPSIA (Consumer Product Safety Improvement Act) and FDA (Food and Drugs Administration) and LFGB (German Food and Commodities Act) certified, the strictest certification process around the globe.

We go even beyond that! Our products not only meet but exceed the industry standards and safety guidelines, so parents have one less thing to worry about. We owe our success to our safe and healthy products, emphasis on strict control of the quality and a strong commitment to protecting our next generation!



EN14350

3. Feeding Essentials-Beyond Industry Standards EVERY BITE IS PURE

1) No fillers, no contaminants, non-allergenic:

Purer, safer, soft-to-touch, medical grade. We use advanced platinum silicone which is even though cost consuming but offers benefits far and above the standard normal food grade peroxide-cured silicone often used.

2) Completely odourless and no residues/toxins:

We insist on post-cure our products for 4 hours at 200 °C, double than the industry standard, to thoroughly eliminate residues, odours and toxins so that you can feel assured in the safety and purity of your baby supplies.

3) Non-sticky, more stain resistant, smooth and durable:

Yooforea silicone gets a UV treatment, which involves converting silicones through irradiation with Ultraviolet to a silicon-inorganic material and forming a thin protective layer on the product surface without requiring an additional coating. This process is not required but we want not only to meet but exceed industry expectations, so moms have one less thing to worry about.



4. Baby Bottles-Game Changer

EVERY DROP IS PURE

1) Revolution: Silicone+Glass

Silicone Coated Borosilicate Glass Bottle

Seamless transition from breast to bottle: Soft, natural, comfortable, velvet skin touch: a sensory link between mother's skin and a new introduced physical object

2) Innovation

7 Holes Foam Filter Venting System

Triple Anti-colic

Break small air bubbles, eliminate air intake

3) The painting in the bottle doesn't fade away

Measures and logos are painted on glass and have a second layer of silicone protecting them from any substances that could damage them. Even when in contact with higher temperatures, liquids or being used for a long time the painting remains the same.

4) Lightweight: Only 2/3 of the normal glass baby bottle on the market

5) Safer: Coated with anti-scatter silicone which makes them less likely to break and if it happens, the silicone prevents from making a mess and injuring babies and parents.

6) Dishwasher, microwave and sterilizer safe

Feel free to add our bottles to your appliances as they won't damage them.

feedbacks from moms who like yooforea baby bottle

no air, no bubbles, no residues

less fussy, less colicky, less spitting up

Game Changer-Every Drop Is Pure!

Revolution: Silicone Coating+Glass

Soft, natural, velvet skin touch: a sensory link between mother's skin and a new introduced physical object. Seamless transition from breast to bottle.

Innovation: 7 Holes Foam Filter Venting System

Triple Anti-colic; Break small air bubbles, eliminate air intake.

The painting on the bottle doesn't fade away. Measures and logos are painted on glass and have a second layer of silicone protecting them from any substances that could damage them. Even when in contact with higher temperatures, liquids or being used for a long time the painting remains the same.