cleva**mama**®

2024 Collection

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DISCOVER OUR 2024 COLLECTION

Our collection is filled with gorgeous new designs to excite new, expectant and existing parents while at the same time delivering on our promise to bring you products which make parenting that little bit easier.

When designing for little ones we take great pride in creating products that help them to grow and learn about the world around them.

How we treat the world around us is so important. It is everyone's responsibility to help to preserve our natural environment for our children and for future generations.

At ClevaMama® we are committed to make changes to lessen the impact on our world, we are focused on **REDUCING** our carbon footprint, providing **REUSABLE** solutions while continuing to develop truly helpful products that are **SUSTAINABLE**. You will see many of the changes we have made in here.

Enjoy our new collection, we hope you love it as much as we do!

anting

Martina Craine CEO & co-founder



Suzanne Browne Chief Commercial Officer & co-founder



We are making big steps in commitment to our **REDUCE**, **REUSE** and **SUSTAIN** initiative.



Choos Over 7 use pla

Choose to Reduce: Over 70% reduction in singleuse plastics in our packaging.

Choose to Reuse:

Launched reusable packaging formats across 19% products. Reusable solutions for traditional single-use products.

Sustain:



Introduced more sustainable fabrics to our range: Tencel & Bamboo, Organic Cotton.

Certified:

Working with international regulatory companies to ensure we meet their standards in the manufacturing process.



OEKO TEX®





SLEEP AIDS

Create the perfect sleep-friendly nursery for your little one with soothing sounds, ambient light and clean air.





NITE NITE LIGHT

Soothing nightlight and calming Reiki/nature sounds work together to create a sleep-inducing ambience in your nursery.

















- A soothing Night Light with calming Sounds
- Use from newborn night feeds to bedside light for your baby as they grow
- 8 relaxing colours to invite sleep
- 10 calming natural & Reiki sounds

- Cry Sensor activates when baby cries to soothe to sleep
- Suitable from birth
- USB rechargeable & comes with handy strap

SOUND TO SLEEP

The 'take anywhere' solution for soothing your baby while out and about. Pop this portable sound machine in your changing bag or clip it to your pram/car seat. Calming sound and ambient light help to lull your baby to sleep.



Scan and listen to a preview

For Stand to Sleep

- Soothing sleep aid with soft starlight
 projector
- 5 sound options white noise, gentle Reiki & nature sounds to invite sleep
- Cry Sensor activates when baby cries to soothe to sleep
- Easily snaps onto pram, stroller, car seat, changing bag for when out and about
- USB rechargeable & comes with handy strap
- Suitable from birth

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projector

CLEVAPURE[™] AIR PURIFIER

ClevaPure™ Air Purifier helps to create a cleaner, healthier and safer nursery for you and your little one. Designed especially for babies and young children, this whisper quiet air purifier eliminates airborne irritants, ensuring cleaner air in your nursery, even while your baby is sleeping.







When breathed in, Ozone may get into deep areas of the body, with the potential to cause damage to the lungs, eyes, skin, and other exposed areas. Our ClevaPure™ Air Purifier is Ozone Free which is essential for your baby's health.



3071 ClevaPure[™] Air Purifier

3072 ClevaPure™ Air Purifier Replacement Filter

- Ozone Free for your baby's safety
- Medical Grade HEPA H13 with 3 layer filtration & active carbon filter
- · Smart dust sensor adjusts fan speed based on real-time air quality (auto mode)
- · 3 indicators of air quality: Good, Moderate, Poor
- 3 adjustable settings for purifier levels
- Compatible with Alexa[™] & Google Home[™]

- 2/4/8hrs timer
- Replacement filter indicator
- Portable for room-to-room use
- Whisper quiet for the nursery at 30-55DB
- Suitable for rooms up to 16m² ideal for a
- Low energy consumption Runs at max 23w- approx. 13c per day
- · Suitable for babies with asthma and allergies

CLEVAPURE[™] SALT LAMP & HUMIDIFIER

Our **ClevaPure™ authentic Himalayan salt lamp** can be used as a humidifier, a warm comforting nightlight and an aromatherapy diffuser.

Himalayan salt lamps are renowned for their sleep-assisting properties. It helps to create a calm, restful sleep environment for your baby by acting as a natural air purifier reducing the chances of allergies and irritations that cause respiratory issues among babies.





3070 ClevaPure™ Salt Lamp & Humidifier







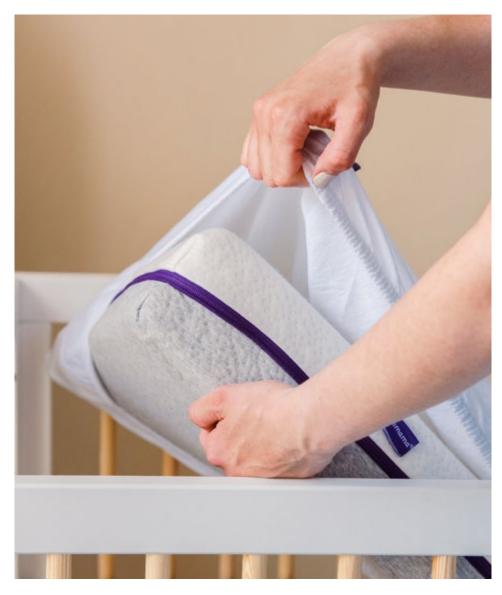


- Authentic Himalayan salt lamp, humidifier & nightlight
- Whisper quiet for the nursery
- · No filters to replace
- Auto-stop when the water runs out
- Three adjustable settings for light & mist levels

- Up to 6 hours on continuous operation
- Up to 12 hours on intermittent operation
- Dimensions: 12.8 × 12.8 × 20 cm
- Water capacity: 200ml
- Suitable for rooms up to: 20 m2
- Universal plug 110-240 V

BEDTIME

From mattresses and Moses baskets, to blankets and pods. Everything you need for your little one to sleep well.





NATURALS COLLECTION

Create a stylish contemporary nursery with ClevaMama Naturals Collection. Made from sturdy, yet soft cotton rope, the neutral tones are designed to blend perfectly with your home.





- Made from natural cotton rope outer material
- Lightweight and portable with sturdy carry handles
- Moses Basket comes with ClevaFoam[®] mattress
- FSC certified wooden rocking stand
- Changing Basket comes with quilted waterproof mat
- Caddy comes with removable inner compartment for easy organisation

DREAMY PLANETS Bedtime pink

Let your littles one soar across the milky way with our new exclusive **pink** Dreamy Planets bedtime range. Perfect to drift off into a peaceful night's sleep.









3408 Swaddle to Sleep - Pink

3411 3 in 1 Nite Nite Romper 1 Tog - Pink

3417 3 in 1 Nite Nite Romper 2.5 Tog - Pink



80×100 cm - Pink



3491 Pom Pom Blanket 80×100 cm - Pink



3482 Luxe Sherpa Blanket 75×100 cm - Pink



Woven Cotton Pillow Case 3336 Pram Pillow Case - Pink 3339 Baby Pillow Case - Pink 3342 Toddler Pillow Case - Pink



3365 Jersey Cotton Fitted Sheets (2Pk) Cot & Cot Bed 72×140×17 cm - Pink



3494 Shooting Star Comforter - Pink

DREAMY PLANETS Bedtime Denim blue

Blast off into the night sky with our **denim blue** Dreamy Planets bedtime range. With plush blues, rich mustards and mint green, it is perfect for bringing the milky way to any urban nursery.









3409 Swaddle to Sleep - Blue

3412 3 in 1 Nite Nite Romper 1 Tog - Blue

3418 3 in 1 Nite Nite Romper 2.5 Tog - Blue





80×100 cm - Blue

3483 Luxe Sherpa Blanket 75×100 cm - Blue



Woven Cotton Pillow Case 3337 Pram Pillow Case - Blue 3340 Baby Pillow Case - Blue 3343 Toddler Pillow Case - Blue



3366 Jersey Cotton Fitted Sheets (2Pk) Cot & Cot Bed 72×140×17 cm - Blue



3495 Shooting Star Comforter - Blue

PLAYFUL SHAPES Bedtime Grey & Popcorn yellow

Your little one can explore expressive organic and fun shapes in wonderful soft **grey and popcorn yellow** across a selection of our bedtime and nursery range.





3220 Mum2Me Pod Maternity Pillow &

Baby Pod - Yellow/Grey



Jersey Cotton Fitted Sheets (2Pk) 3359 Moses & Pram 38×82 cm - Grey 3362 Bedside Crib 46×83×10 cm - Grey 3367 Cot & Cot Bed 72×140×17 cm - Grey



3496 Shooting Star Comforter - Grey





3410 Swaddle to Sleep - Yellow

3413 3 in 1 Nite Nite Romper 1 Tog - Yellow

3419 3 in 1 Nite Nite Romper
2.5 tog - Yellow
3422 3 in 1 Nite Nite Romper
3.5 tog - Yellow



Cellular Blankets 3488 80×100 cm - Grey 3487 80×100 cm - White



3493 Pom Pom Blanket 80×100 cm - Grey



3484 Luxe Sherpa Blanket 75×100 cm - Grey



Woven Cotton Pillow Case 3338 Pram Pillow Case - Grey/Yellow 3341 Baby Pillow Case - Grey/Yellow 3344 Toddler Pillow Case - Grey/Yellow



Jersey Cotton Pillow Cases (2Pk) 3347 Pram Pillow Case - Grey 3350 Baby Pillow Case - Grey 3353 Toddler Pillow Case - Grey



Jersey Cotton Pillow Cases (2Pk) 3356 Junior Pillow Case - Grey



+0 Shtnom 3126 ClevaFoam® Travel Cot Mattress - 3 in 1



ASTHMA & ALLERGY FRIENDLY[™]

We voluntarily submitted our products to **Allergy Standards Ltd.** (ASL) for testing and certification to give you 100% peace of mind. So when you buy a **ClevaMama®** Product that bears the asthma & allergy friendly[™] logo you are buying a product that meets scientific standards to help with indoor air quality, dust mites, pollen, and other asthma and allergy triggers.



WHAT TESTS HAVE THESE PRODUCTS UNDERGONE?



Allergen Barrier

The fabric on the outside of the product can stop dust mites and dust mite allergen from passing through to make contact with your skin.



Allergen removal by washing

The product is seeded with allergens, then washed/ cleaned and tested to make sure that the allergens have been removed.



Quality of the Product

Our products were tested by washing multiple times to make sure that they maintain their shape and appearance.



Chemicals and VOCs

Any chemicals that are known to be irritants to the skin are either not present, or present at such a low level that they are unlikely to cause a problem.

These tests ensure that the certified products help to reduce indoor asthma and allergy triggers and don't contribute to any worsening of indoor air quality.

CLEVAFOAM® BABY POD & CLEVAFOAM® MAX POD

ClevaMama's Award-Winning ClevaFoam® Baby Pods offer safety and relaxation for your little one. Both are ideal for supervised resting, tummy-time, nappy-changing, playing and cuddles.

Choose the classic **ClevaFoam® Baby Pod** if your little one is up to 6 months old, or the **ClevaFoam® Pod Max** which grows with your baby (6 months+) right up to toddler age.



ClevaFoam[®] Baby Pod



7317 ClevaFoam® Baby Pod - White *Replacement covers available ClevaFoam® Max Pod



	Let's compare	
0 to 6 months	Age range	6 to 36 months
Outer: 87 × 57 cm Inner: 63 × 24 cm	Size	Outer: 100 × 60 cm Inner: 82 × 30 cm
CERTIFIED astema a allergy friendly	Certifications	CERTIFIED asthma & allergy friendly

THERAPEUTIC MATERNITY PILLOWS

Find a more comfortable way to sleep during pregnancy with **ClevaMama's Maternity Pillow** range.

Choose between the ClevaFoam[®] Therapeutic Maternity Pillow or the Body & Bump Maternity Pillow depending on the type of support you need.

The **ClevaFoam**[®] Pillow is a C-shaped pillow, which curves around your body offering a full body support when sleeping on your side.

The **Body & Bump Pillow**, is a larger U-shaped pillow, which surrounds you to give total body support.



ClevaFoam[®] Therapeutic Maternity Pillow

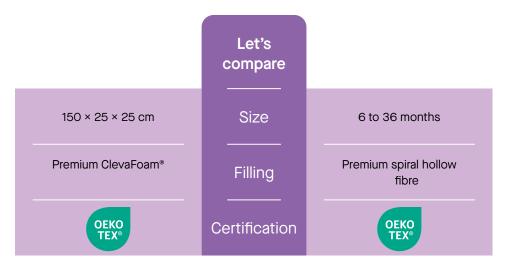


Therapeutic Body & Bump Maternity Pillow



3216 ClevaFoam® Therapeutic Maternity Pillow

3207 Therapeutic Body & Bump Maternity Pillow - White



SOFT & CLASSIC | Bedtime Range

Our **Classic** Bedtime range is where gentle whites meet soft greys to create a contemporary selection of soft, breathable and supportive **pillows**, **mattresses** and **bedding**, ideal for a peaceful night's sleep.









3100 ClevaFoam® Infant Pillow (Om+)

3102 ClevaFoam® Baby Pillow (0-12 m) 3103 ClevaFoam® Toddler Pillow (12m+) Select Range 7201 ClevaFoam® Baby Pillow (0-12 m) 7209 ClevaFoam® Toddler Pillow (12m+)





O-3 MONTHS

3403 Swaddle to Sleep - White

3105 ClevaMama® Junior Pillow (3yr+)





3407 3 in 1 Nite Nite Romper 1 tog - White



3201 ClevaFoam® Elevated Support



*Seasonal buy

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Jersey Cotton Fitted Sheets (2Pk) 3318 Moses & Pram 38×82 cm - White 3363 Bedside Crib 46×83×10 cm - White 3364 Travel Cot 68×97×10 cm - White 3368 Cot & Cot Bed 72×140×17 cm - White



7216 Brushed Cotton Waterproof Toilet Training Sleep Mat 70×90 cm



Tencel® Toilet Training Mattress Protector 3331 White - 70×90 cm



3124 ClevaFoam® Pocket Sprung Mattress 60×120×12 cm - Cot Size 3125 ClevaFoam® Pocket Sprung Mattress 70×140×12 cm - Cot Bed Size CERTIFIED CERTIFIED

3115 ClevaMama® AirGo Support Mattress 60×120×11cm - Cot Size 3116 ClevaMama® AirGo Support Mattress 70×140×11cm - Cot Bed Size



 3117 ClevaMama® Climate Control Mattress

 60×120×10 cm - Cot Size

 3118 ClevaMama® Climate Control Mattress

 70×140×10 cm - Cot Bed Size



 Brushed Cotton Waterproof Mattress Protector

 3374 Bedside Crib 46×83×10cm

 7214 Cot 60×120×15cm

 7215 Cot Bed 70×140×15cm

 7217 Single 90×190×20cm





 Tencel® Fitted Waterproof Mattress Protector

 3373 Bedside Crib 46×83×20 cm

 3333 Cot 60×120×25cm

 3334 Cot Bed 70×140×25cm

 3335 Single 90×190×35cm



We've replaced single-use plastic bags on our fitted sheets and mattress protector range with handy reusable bags - great to use for protecting shoes, holding favourite toys and keeping trinkets safe!



 3113 ClevaFoam* Support Mattress
 60×120×9 cm - Cot Size

 3114 ClevaFoam* Support Mattress

 70×140×9 cm - Cot Bed Size

 3127 ClevaFoam* Support Mattress

 83×46×4 cm - Bedside Crib Size



 3119 ClevaMama® Waterproof Mattress

 Cot 60×120×10cm

 3120 ClevaMama® Waterproof Mattress

 Bed 70×140×10cm



3111 ClevaFoam® Moses Basket Mattress 66×28cm 3112 ClevaFoam® Moses Basket Mattress 74×30cm



OEKO-TEX® CERTIFIED All our bedtime range* are tested and verified to be free of over 300 harmful chemicals

*Excluding mattress protectors and toilet training



For more information download our Mattress Brochure

BABY & TODDLER MATTRESS RANGE



ClevaFoam[®] Pocket Sprung Mattress Luxurious hybrid mattress, combines firm breathable ClevaFoam® with individual durable pocket springs for progressive support.

Cot: 60×120 cm | Cot Bed: 70×140 cm



AirGo Support Mattress Quality spring effect foam mattress with unique air flow channels for reduced heat retention.

Cot: 60×120 cm | Cot Bed: 70×140 cm



Climate Control Mattress Designed to disperse body heat and reduce heat retention, helping maintain a healthy sleep environment for your baby.

Cot: 60×120 cm | **Cot Bed:** 70×140 cm



ClevaFoam® Support Mattress Breathable, firm ClevaFoam® mattress helps support baby's growing body and protect the round shape of their soft head.

Cot: 60×120 cm | Cot Bed: 70×140 cm Bedside crib: 46×83 cm



Waterproof Mattress 100% waterproof to keep out bugs and dust and keep your baby's mattress completely dry.

Cot: 60×120 cm | Cot Bed: 70×140 cm

LET'S COMPARE

3-year guarantee	•	•	•	•	•	
Oeko-tex certified	•	•	•	•	•	
Hypoallergenic	•	•	•	•	•	
Pressure relief	•	•	•	•	•	
Breathable core	•	•	•	•	•	
Anti-fungal & Anti-mite	•	•		•	•	
Breathable cover		•	•	•		
Heat regulating & perspiration control		•	•	•		
Inner protective cover		•	•	•		
Removable machine washable cover		•				
Anti-roll frame		•				
ClevaFoam®	•		•			
Supportive pocket springs						
Supportive foam pillars		•				
Rotatable & Flippable	•				•	
Waterproof					•	
Wipe clean					•	

ClevaFoam® Pocket Sprung Mattress

AirGo Support Mattress

Climate Control Mattress

Support Mattress ClevaFoam®

Waterproof Mattress

Our extensive range of Baby & Toddler Support Mattresses are the ultimate in comfort and support. They are hypoallergenic, lightweight with breathable cores. Each mattress has a washable or wipe clean cover and are backed with a 3-year guarantee.





OEKO-TEX® CERTIFIED Free of harmful chemicals



CLEVAFOAM® TECHNOLOGY

In conjunction with the University Trinity College Dublin, Ireland, ClevaFoam[®] has been specifically researched, engineered and designed for babies.

ClevaFoam[®] is the ONLY foam scientifically proven to reduce pressure on your baby's head by 50%, increase support by 80% and aid in the prevention of Plagiocephaly (Flat Head Syndrome).

THE WITH CLEVARD

KEY FACTORS TO CONSIDER

ClevaFoam®

Recommended for babies

Flat head syndrome protection (plagiocephaly) Helps to protect & support the round shape of baby's soft head

Lightweight, 3D open cell structure

Resilient & pressure relief support

100% breathable core

Cooler with reduced heat retention



The complete ClevaFoam® range, which includes pillows, mattresses and sleep pods, offers the ultimate in comfort, support and luxury for babies and toddlers.

Helps prevent flat head syndrome & support baby's growing body 3D open cell structure for increased breathability & reduced heat retention 100% breathable, F removable & super soft outer cover

Hypoallergenic & toxin free

UNDER THE SEA Bathtime Range

Dive into the depths of the ocean and explore our new bath time range of super soft baby bath towels, our new **ClevaBath**[™] and other accessories to make bath time blissful.





CLEVABATH[™]

The **ClevaBath™** is the first ever bath which fully transforms the kitchen sink into a happy baby bath. A revolution in bath time, it's created to give peace of mind to parents, making bathing safer for baby and so much easier for you.

Designed to sit over any standard sink, it provides the ideal height for you for bathing your baby, meaning no bending over the main bath. With a soft, flexible and perforated basin, there's no heavy lifting or draining tubs filled with water and no water mess or spills. Just easy and gentle bathing for your new baby.

DID YOU
KNOWLess
water

The average bathtub can hold around 80 litres of water, while the average sink holds 20 litres. So when you choose to bathe your baby in your sink you are using less water! **Over a year, this could add up to a saving of over 8000 litres of water.**





- The first ever bath which fully transforms the kitchen sink into a happy baby bath.
- Super soft, it cocoons your baby snugly in an upright position.
- · Perforated basin allows water to flow in and out with ease.
- Completely compactable, it folds away for easy storage.
- Suitable for babies from 0 to 12 months old or 20lb/9kg.
- · No assembly needed.

CLEVARINSE[™] SHAMPOO RINSE CUP 500 ml & 1000 ml

With its soft flexible edge, our shampoo rinse cup contours to form a watertight band against your child's forehead, ensuring that the shampoo and water run back over your child's head and not into their face or eyes.

Smaller size - **500 ml**, especially designed for newborn babies and perfectly matching with our new **ClevaBath**[™] colours.

1000 ml - Also available in bigger size for fewer rinses





3525 ClevaRinse[™] Shampoo Rinse Cup 500 ml - Blue



3526 ClevaRinse™ Shampoo Rinse Cup 500 ml - Pink



3527 ClevaRinse™ Shampoo Rinse Cup 500 ml - Grey

3542 ClevaRinse™ Shampoo Rinse Cup 1000 ml - Blue

- Protects baby from suds for no more tears
- Soft flexible silicone rim cushions baby's head
- Free standing or hang by handle to dry
- Easy grip & pour handle
- Capacity 500 ml Size: 12×11×11 cm
- Capacity 1000 ml Size: 16×13×14 cm

ULTRA-SOFT BAMBOO RANGE

Check out our Bamboo bath time buddies, made with Bamboo fibre which is ultra-soft and naturally anti-fungal, our **Bamboo Extra Large Baby Towel** and **Wash Cloths** are perfect for keeping your baby clean, warm and dry.

- Special weave to easily and softly dry between little fingers and toes.
- Our extra-large, super-soft, award-winning towel is worn by you and wrapped around your baby for added security.









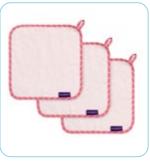
Bamboo is a fast-growing fibre and can be grown without any chemical fertilisers or pesticides. Also because it grows back naturally, it doesn't have to be replanted every time!

3531 Bamboo Extra Large Baby Towel - Pink

3532 Bamboo Extra Large Baby Towel - Blue







3533 Bamboo Extra Large Baby Towel - White & Grey 3534 Bamboo Extra Large Baby Towel - White & Honey

3535 Bamboo Baby Washcloth Set (3Pk) - Pink



3536 Bamboo Baby Washcloth Set (3Pk) - Blue





3538 Bamboo Baby Washcloth Set (3Pk) - White & Honey

BATH MAT & KNEELING CUSHION

Our **Bath Mat** is designed to help prevent toddlers and young children from slipping during bath time. The **extra-long cushioned non slip bath mat** has suction pads which stick firmly to the full length of most household baths and is perfect for bathing more than one child at a time, making playtime at bath time, fun time.

The **Kneeling Cushion** is a super comfy pillow for parents' knees and is where we thought about your comfort too.

Also available: Bath Toys to complete your bathtime and make it more fun for your child.







3529 Bath Mat & Kneeling Cushion - Under the sea

- X-Large baby bathtub mat covers the full length of your bath. Size: 91×43 cm
- Anti-Slip Mat suction pads to hold the mat firmly in place.
- Soft Touch and Quick Dry Mat.
- Kneeling cushion included. Size: 19×43 cm
- · Machine washable.



YUM YUM YUM... Feeding Range

A modern, fun and vibrant look for our feeding range with Cosy Coral and Hint of Mint green. We have a fantastic range of products for parents to help their babies thrive.





3005 ClevaFeed[™] with Extra Teat - Silicone Self Feeder



3009 8 Hour Food Flask



3000 Soother Tree®- Microwave Soother Steriliser



3002 ClevaScoop® - Infant Formula Scoop



3539 Muslin Cloth Set - Super Soft Bamboo & Cotton - Pink (3Pk)



3540 Muslin Cloth Set - Super Soft Bamboo & Cotton - Blue (3Pk)

3541 Muslin Cloth Set - Super Soft Bamboo & Cotton - Yellow (3Pk)



3019 ClevaFoam® Reflux Wedge - Elevated Support - Yellow

3022 ClevaCushion™ Nursing Pillow & Baby Nest - Grey Stripes



OUT & ABOUT | Travel Range

Snug, safe, cosy & dry. Everything a parent wants their baby to be when out and about, and our inspiration for our travel range of luxurious footmuffs, head & body supports and baby carrier.







3605 Newborn Footmuff - Black

3604 Universal Footmuff - Grey



3606 ClevaFoam® Head & Body Support - Grey/Yellow



3602 ClevaHooks - 2Pk (1 Extra Large & 1 Regular)



3600 ClevaFoam® Head & Neck Support

WHY MUMS & DADS LOVE US

Trusted brand with over 20 years' experience in the
 Nursery Industry.

An Iconic Irish Brand, with global reach, ClevaMama[®]
 can be found in over 40 countries worldwide with bases across Europe, Asia, Middle East and the USA.

 Our promise is and always has been to create CLEVER, INNOVATIVE and truly HELPFUL products for you and your family too.

Join our #ClevaMama family



cleva**mama**®

ClevaHQ

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