

maisel

Maisel Phone Cases Launches with Three Chic Designs to Boost Baby's Brain Power

Cases specially designed as a development tool, turning your child's picture time into growth time



LOS ANGELES (NOV. 10, 2020) – [Maisel](#), creator of phone cases designed to strengthen baby's brain growth through high-contrast artwork, is pleased to announce the launch of three new designs. Maisel phone cases attract baby's attention while strengthening their brain's neural connections through the use of carefully crafted black-and-white patterns.

Research has repeatedly shown that babies surrounded by the right visual stimulation reach developmental milestones faster, and high-contrast images stimulate the cells in a baby's brain to grow and connect. Designed by a team of scientific and design experts, Maisel phone cases take advantage of the time babies spend staring at the back of phones, as parents take countless photos and videos of their tot, to strengthen brain development.

"I created Maisel, the company, after Maisel, my first baby, was born," said founder Kim Bui. "Modern parenting is demanding and I found my phone was omnipresent when I was with Maisel – from taking photos and videos, to checking work and responding to emails, to connecting with friends and family. I wanted a multifunctional phone case – stylish for me and enriching for Maisel – but couldn't find anything similar on the market, so I set out to make it."

Three Maisel phone case designs are now available for \$30 each, including: The Birdie, The Mocha, and The Zele.

"From birth to about six months of age, babies show great interest in starkly contrasting colors, such as black-and-white images," said Dr. Thu Huynh, a neuroscientist who specializes in learning and memory. "Beyond just capturing their attention, research has repeatedly shown that high-contrast graphics and patterns actually stimulate the cells in a baby's brain to strengthen and connect – accelerating brain growth and improving their brain plasticity."

Maisel cases are shock-absorbent and slightly malleable, offering protection from most falls. They also include a soft microfiber lining on the inside.

About Maisel

[Maisel](#), creator of phone cases designed to strengthen baby's brain growth through high-contrast artwork, is on a mission to make modern parenting easier. Featuring black-and-white images, Maisel phone cases are specifically designed by experts to attract baby's attention and build their cognitive talent. Created by a new mom, Maisel cases are shock-absorbent, durable, and stylish for the busy, modern parent. Three chic styles are available for all iPhone models. Follow Maisel on [Instagram \(@hellomaisel\)](#) or visit www.hellomaisel.com. For inquiries, contact press@hellomaisel.com.