

# Edinburgh business targets babies



Another new business in Edinburgh but this time it is run by a young Edinburgh Mum. The new company is thought to be the only one in Scotland which provides uniquely designed, safe necklaces that can be chewed by teething babies.

Jennifer Downie has launched Num Num Necklaces to provide beautiful, chewable, baby-safe teething necklaces for Mums to wear and little ones to chomp on.

The necklaces are designed and handmade in Scotland and created with mums in mind. Made from food-grade silicone, they act as a teether on-the-go and are safe for babies to chew whilst being kinder on gums than hard plastic or wooden beads. They are also fun for babies to play with during breastfeeding and nursing or when being carried around in Mum's arms. Most importantly, they are beautiful for Mums to wear and come in a wide range of colours and designs.

The necklaces are perfect for babies to chew on as the beads used are tasteless and will not support the growth of bacteria or mould. They are hard-wearing and easy to keep clean as they can be washed and sterilised. The necklaces also have a breakaway clasp which will safely pop apart if the baby gives it a strong tug and will pop back together just as easily.





Jennifer Downie, Founder of Num Num Necklaces said: “When our little girl, Hannah, was born last year, I looked around for teething necklaces but the only ones I could find were made of wood or plastic that could hurt her teeth and weren’t very attractive for me to wear. I wanted something stylish, like I would have worn before Hannah was born, but that was also safe and fun for her to chew. Eventually I found something online from down south but was surprised there was nothing available in Scotland so I set up Num Num Necklaces.”

“I am just starting out but the response so far has been fantastic around the different baby groups in the Edinburgh and we have had some great interest and sales through our online Etsy and Facebook sales. I have even had inquiries from a shops in Argyll & Bute and Aberdeen asking to stock Num Num Necklaces!”

“It is clear that Mums in Edinburgh enjoy the fact the silicone beads the necklaces are made of come in any Pantone colour, allowing us to create unique designs that are beautiful for Mums who miss pre-baby jewellery which has been put away in a drawer because they aren’t safe.”

Num Num Necklaces can be bought online at:

- [www.etsy.com/UK/Shop/NumNumNecklaces](http://www.etsy.com/UK/Shop/NumNumNecklaces)
- [www.facebook.com/NumNumNecklaces](http://www.facebook.com/NumNumNecklaces)
- Twitter @NumNumNecklaces
- [NumNumNecklaces@yahoo.co.uk](mailto:NumNumNecklaces@yahoo.co.uk)