





THE STORY

The year was 2008, and it was a clear and bright Swedish morning. As usual, I was stressed and had no time for breakfast. In my car, driving to work, I was multitasking and mixed a protein shake while driving. The lid burst open and I got protein drink all over myself and the car.

This incident made me clean my car for ten hours, and invent the world's smartest shaker.

The following year, I launched SmartShake and we quickly became one of the top shaker brands in the world.

When me and my wife were expecting our daughter Alva, I wanted to give her the best baby products in the world.

Without compromises, and with the lessons I learned from SmartShake in mind, I started to develop products for my beloved daughter. The challenge was to make products ideal for her comfort and safety, and at the same time easy to use for me as a parent.

After countless hours of developing and testing our product, we finally launched Herobility in February 2017. The feedback from customers is amazing and Alva absolutely adores the products.

Developed by parents, approved by babies.

*/ Mikael Bergström, founder and CEO.
Herobility AB, Sweden*

OUR MISSION

Our mission is to make the most safe and innovative baby products in the world.

Designed to be better for your baby and easier to use for you as a parent.



"The responsibility for our planet and our children's future lies in our hands.
Together we can create a better world."

Mikael Bergström, founder and CEO and founder, Herobility AB

For every HeroBottle sold, we plant a tree in order to help farmers out from poverty, restore biodiversity, and reduce CO2 footprint and greenhouse gases from the atmosphere.

We are working globally for children's right to a safe and happy childhood. We donate 5 SEK for every HeroBottle sold to World Childhood Foundation, founded in 1999 by H.M Queen Silvia of Sweden.

All our products are free from BPA, BPS, BPF and DEHP. Made from safe materials, tested according to strict safety standards EN 14350, EU 10/2011, US FDA CFR 21 177.1520, GB 4806.7-201 and CA SOR/2011-17.

Help us fight for our planet and our children's future.



CORE LINEUP



Yellow



Turquoise



Green



Coral

HeroBottle ECO

250 / 380 ml

Developed for the safety of your baby, and to give a better feeding experience compared to traditional glass bottles. HeroBottle ECO is environmentally friendly, BPA free, recyclable and designed to last for several generations. It is a part of the Herobility ecosystem, saving money and reducing waste. HeroBottle ECO comes with a silicone sleeve that protects the bottle from breaking and gives the baby a steady grip.





BETTER FEEDING AND SAFETY

- 97% of babies accept the HeroBottle. Market research 2017.
- Gives the baby a natural latch for an easy transition between nursing and bottle feeding.
- A unique, curved design that closes the corner of the baby's mouth. Reducing colic, gas and spill.
- The oval shape fits the baby's mouth perfectly, gives a secure vacuum grip and an even flow. The silicone sleeve ensures that a baby can hold the bottle easily.
- The wide opening makes HeroBottle easy to fill and clean.
- The unique mixer lid prevents lumps in the teat. Dishwasher and microwave safe.
- The bottle can be upgraded with the HeroSport lid.
- Made from durable, heat resistant borosilicate glass, medical grade silicone and PP. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates, and nitrosamines.











CORE LINEUP

- | | | | |
|---|-----------|---|-------|
|  | Turquoise |  | White |
|  | Pink |  | Blue |

LIMITED EDITIONS

- | | | | |
|---|--------|---|--------|
|  | Grey |  | Yellow |
|  | Purple |  | Black |
|  | Green |  | Coral |

HeroBottle

140 / 240 / 340 ml

The award-winning baby bottle for parents who want the best function and latest innovation all in one package. Designed to give the baby a safe and better feeding experience, thanks to the patent pending HeroTeat, and at the same time make life easier for parents with its innovative design and function. Comes with an attachable storage compartment that is leakproof and freezer safe. Perfect for breast milk, formula, or snacks when you are on the go.

BETTER FEEDING AND EASIER TO USE

- 97% of babies accept the HeroBottle. Market research 2017.
- Gives the baby a natural latch for an easy transition between nursing and bottle feeding.
- A unique curved design that closes the corner of the baby's mouth, reducing colic, gas and spill.
- The oval shape fits the baby's mouth perfectly, gives a secure vacuum grip and an even flow. The bottle has flat grip surfaces so that a baby can hold it easily.
- The wide opening makes HeroBottle easy to fill and clean. The unique mixer lid and net prevent lumps in the teat. Dishwasher and microwave safe.
- A leak proof and freezer safe compartment for breast milk, formula, or snacks. 100 ml / 3.5 floz.
- Yes, can be upgraded with the HeroSport and HeroSippy lid.
- Made in high quality polypropylene and medical grade silicone. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates and nitrosamines.
- Tested according to strict safety standards EN 14350, EU 10/2011, US FDA CFR 21 177.1520, GB 4806.7-2016 and CA SOR/2011-17.



CORE LINEUP



Turquoise



Pink



White



Blue

LIMITED EDITIONS



Black



Purple



Neon Yellow



Neon Green



Neon Pink



Neon Coral



HeroSippy

140 ml

HeroSippy's cute handles and soft spout makes learning to drink from a cup easy and fun. HeroSippy is developed with intense research to make it ergonomic and easy to use for small babies. Like all other Herobility products you can mix and match the colors, and create your own color combination.

SAFE AND FUN TO USE

- Gentle for mouth, teeth and gums.
- The lid is made to be easy to open and close for little hands.
- Detachable handle, can be removed transforming it into a cup. The bottle has flat grip surfaces so that the baby can hold it easily even without the handles.
- The adorable feet and tail make HeroSippy really steady.
- No mess, and smooth flow with the included valve or free-flow without the valve.
- The wide opening makes HeroSippy easy to fill and clean. Dishwasher and microwave safe.
- The HeroSippy can be upgraded with the HeroSport lid, the HeroBottle lid and HeroStorage.
- Made from high quality polypropylene, TPE and medical grade silicone. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates and nitrosamines.
- Tested according to strict safety standards EN 14350, EU 10/2011, US FDA CFR 21 177.1520, GB 4806.7-2016 and CA SOR/2011-17.



CORE LINEUP



Turquoise



White



Pink



Blue

HeroSports

300 ml

Sometimes it is hard to get your kid to drink water, but with this bottle the problem is solved. HeroSports makes it fun and cool to stay hydrated. It is easy to carry and hold, thanks to the soft loop handle. It is easy to open, leak proof, and can be used with or without the detachable straw and drop free valve. HeroSports is recyclable, designed to last for many years and upgradable in the Herobility ecosystem - saving money and reducing waste.

SAFE WATERBOTTLE

- Gentle on mouth, teeth, and gums.
- The lid is made to be easy to open and close for little hands.
- The bottle has grips to make it easy for a kid to hold.
- Easy to carry and hold thanks to the soft loop handle.
- No mess and smooth flow with the included valve or free-flow without the valve.
- Can be used with or without the detachable straw.
- The wide opening makes it easy to fill and clean. Dishwasher and microwave safe.
- Can be upgraded with the HeroSippy lid, the HeroBottle lid and HeroStorage.
- Made in high quality polypropylene, TPE and medical grade silicone. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates and nitrosamines.



CORE LINEUP



Pink/White
Blue/Turquoise
Glow

LIMITED EDITIONS



Grey/Purple
Black/Green
Coral/Yellow

HeroPacifier

140 ml

Designed to reduce the risk of misaligned teeth and to be extra safe for your child's teeth and gums. The ergonomic shield has unique soft edges that are gentle for the baby's sensitive skin, and also works perfectly as a teething ring. A smart cover comes with each pacifier, protecting it from dirt and dust. The cover can also be used to sterilize the pacifier in the microwave.

NATURAL DEVELOPMENT OF THE TEETH AND GUMS

- The patent pending, ultra-thin and anatomically correct nipple is designed to reduce the risk of misaligned teeth. Thanks to the symmetrical design the pacifier is always right-side-up, never up-side-down.
- The unique, soft edges and large air flow holes keeps your baby's skin dry and prevents irritation and redness. The soft edge can also be used as a teething ring.
- The versatile cover keeps your pacifier clean when you bring it in your pocket or bag. The cover can also be filled with water to sterilize the pacifier in the microwave.
- HeroPacifier is safe to put in the dishwasher, boil, or sterilize in the microwave using the included cover.
- Made in high quality polypropylene, TPE and medical grade silicone. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates and nitrosamines.
- Tested according to strict safety standards EN1400, GB 28482-2012 and GB 6675.1-2014



CORE LINEUP



Turquoise
Pink



White
Blue

HeroHolder

With the HeroHolder, you don't have to look for a pacifier when the baby is crying. Attach it to the baby's clothes or blanket and you will always have it nearby when you are on the go. If the HeroHolder gets dirty, just wash it in the washing machine. Cute colors make it fun for both the baby to look at, and also for the parent to match with the baby's clothes.

NEVER LOOSE A PACIFIER AGAIN

- Premium textile that is soft for gentle skin.
- Safe for washing machine 40°C.
- No metal parts that can rust or break.
- Made from high quality POM, medical grade silicone. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates and nitrosamines.
- Tested according to strict safety standards EN12586, GB 6675.2-2014 and GB 6675.3-2014.



CORE LINEUP



Turquoise



White



Pink



Blue

HeroTermos

300 ml

The super cute and durable steel insulated bottle comes in a soft rubber finish. Perfect for when you are on the go, or to put by the bed in the evening and have water ready when the baby wakes up in the middle of the night and wants to eat.

ALWAYS PREPARED

- Keeps liquid hot or cold for up to 10 hours.
- Two flow options and a leak proof lid.
- Safe for dishwasher.
- Made in high quality Stainless steel 304, PP and medical grade silicone. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates and nitrosamines.
- Tested according to strict safety standards EN12546, GB/T 29606-2013 and GB 4806.9-2016.



HeroStorage

100ml

A Leakproof and freezer safe storage compartment that is attachable to the bottom of the bottles. HeroStorage is perfect for breast milk, formula, food or snacks when you are on the go.

ON THE GO

Leak proof and freezer safe compartment for breast milk, formula, food or snacks. 100 ml / 3.5 floz.

Can be attached to HeroSippy, HeroBottle, HeroSport and stackable onto each other.

Made in high quality polypropylene. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates and nitrosamines.

Intertek 2017. Tested according to strict safety standards EN 14350, EU 10/2011, US FDA CFR 21 177.1520, GB 4806.7-201 and CA SOR/2011-17.

CORE LINEUP



Pink/White



Blue/Turquoise

HeroTeat

XS, S, M, L, XL

When we developed HeroTeat, we studied the movement of the baby's mouth, and air leakage when drinking from a traditional round or oval teat compared to a natural breast. The result is the unique patent pending design with curves that closed the corner of the baby's mouth.

BETTER FEEDING

Gives the baby a natural latch for an easy transition between nursing and bottle feeding.

Unique, curved design that closes the corner of the baby's mouth. Reducing colic, gas and spill.

The oval shape fits the baby's mouth perfectly, gives a secure vacuum grip and an even flow.

Compatible with HeroBottle and HeroBottle ECO.

Medical grade silicone. Free from toxic chemicals such as BPA, BPF, BPS, PVC, lead, phthalates and nitrosamines.

Intertek 2017. Tested according to strict safety standards EN 14350, EU 10/2011, US FDA CFR 21 177.1520, GB 4806.7-201 and CA SOR/2011-17.



ABOUT SMARTGROUP

SmartGroup AB

SmartShake & Herobility

Herobility and its sister brand SmartShake are both part of the mother company SmartGroup AB. We are a young, entrepreneur driven organization with a lot of passion for what we do. SmartGroup is represented in 90 different countries with headquarters in Sweden and a sales office in the United States.

Marketing

Our network of influencers builds brand awareness and helps distributors by driving traffic and sales to online and offline stores. The combination of influencers, advertising and PR are essential in our support to distributors and retailers.

Testing institutes

We have an ISO certified in-house quality assurance auditor making sure that all products comply with all safety regulations for baby products. As an external strategic testing partner, we use Intertek, who has more than 130 years of experience ensuring quality and safety of products and processes.

Warehouses

SmartGroup has three warehouses, located in three different continents.

Europe - Sweden - Västerås.

North America - USA - Los Angeles.

Asia- China - Ningbo.



Social Media

Social Media is a crucial part in our in-house marketing strategy. We work daily to grow our brand and engage our customers with informative and appealing content. Herobility has established its identity as a bright, inspirational and beautiful part of people's feeds.

Since launching in early 2017 our brand awareness has grown steadily, and we have established relationships with thousands of Herobility customers already.

More and more posts are always being made with the **#herobility** hashtag by both us and our fans.



[instagram.com/herobility](https://www.instagram.com/herobility)



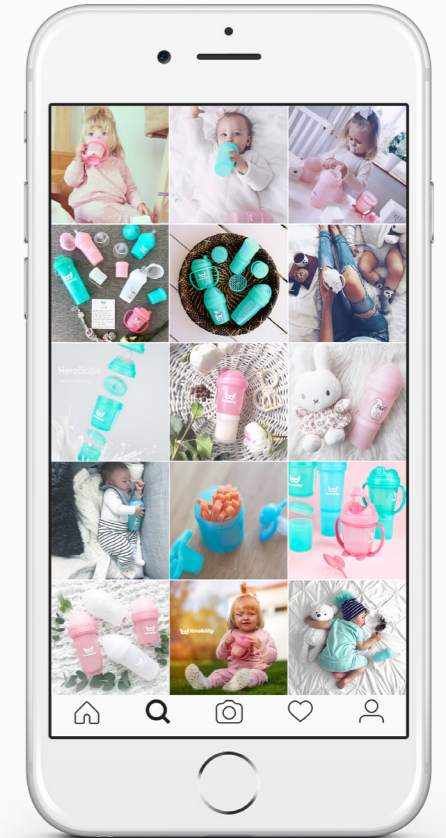
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