

381R- Qudo Soother with Nicky Bateman

Steven Bruce

Good afternoon. Well, today is going to be fun. I was meant to have two mums and two babies in the studio. But in fact, I've only got one of each. I think the other one must have got lost trying to find the studio. But we have got one in person speak and we've got two virtual guests. So my sound engineer is having a really good day to day, no pressure on him at all. What we're going to be doing today is it's effectively it's a product review now, this is something we've done from time to time in the past, you know, whenever we've come across something which we think might be of interest to you, and on this occasion, it's a brand new device, designed and produced by Nikki Bateman. Nikki is a pediatric specialist chiropractor. She's also trained as you might expect in cranial sacral therapy. And she's got over 20 years experience in dealing with small squealy creatures, which I imagine is what drove her to create her kudos soother. Nikki is my principal guest. She's here with me in the studio. Hello, Nikki. Hello, hi.

lovely to have you in here.

Nicky Bateman

We can, you've told me that we need to try the soother out on a baby and give it time to get used to the zoo, though. So we'll go ahead and do that in just a few minutes. But just give me a little bit of background on this user, first of all, yes, sure. I mean, the the kudos to you that came came up really out of clinical practice. And I had my first inspiration about 14 years ago, and I'd had had a run of babies with pleasure, simply. And they were also quite distressed crying babies. And I would say to the moms, well, what do you do between visits to me, you know, to use a dummy or soother and they say, Nikki, I've got a whole drawer full of them, none of them work and what really none of it. And and that set me off on an inquiry about how could What can I do to help help these children? Is there something and so I looked at all the anatomy I was thinking about and suddenly had this inspired moment, could I mimic what I do in clinic, because I knew the babies could suck easily on a

finger, if you're doing intra oral justments or cranial sacral work. So what is it about that, you know, the average commercial See, that didn't work. And then I realized this because it's a holiday eat.

So that set off a whole series of of experiments and an exploration. And I was also really keen that whatever I did, that it made a difference. That was the important thing.

And what I wanted to do is could I create something, which actually helps stimulate that cranial sacral rhythm. So what we did was actually measured human fingers. And then we equated that to different types of materials and densities. And so my first sort of series of prototype tests that I tried,

very quickly, we realize if it's a particular density, particular shape, it's going to work and I remember my first ever baby that tried it, fortunately, it was fourth child or the family. I've worked with all other three babies ahead. And this was a mum who just said, Nikki, he just wants to be on my breast the whole time. And I know he's not hungry, but he just wants to suck and weren't used to sue the bit desperate. What do I do? So I said, Well, do you want to try this? I've just, you know, sort of arranged. So fortunately, she tried it baby steps and it fell fast asleep. So yeah, oh, great. It works, you know. And so that sort of starts the whole whole explanation from that, yeah, we're

Steven Bruce

gonna get back more into the sort of development, the detail, the the anatomy, and so on how you're influencing that in a moment, I'm gonna go over and deal with our baby in a moment first. Before we do that, Nikki has very kindly offered to give away five of these free if you are interested in having one to try for yourself. If you'd like to have one of these three, then send your name in via whichever chat mechanism you're using on the show today. And by the end of the show, we'll randomly pick five names, and we'll get five suitors out to you on the grounds that you give us feedback and tell us how it went at some point in the not too distant future. So you don't have to do it. Now. Just you can take a look and see what the suit is all about. But at some point, put your names in the chat if you're interested. And we'll get one or two. Right, shall we go and meet our baby?

Nicky Bateman

Hi, hi. Lovely

Steven Bruce

to meet you. Now then, Nikki? This is Sydney and this is Noah and I will leave the case discussion to you great.

Nicky Bateman

So that's how has no do you have any struggles with him? Which actually

Cydney

what you just said a moment ago about how your friend felt like he always wants to be on the breast and it's funny you said that because I was saying yesterday I just feel like he's on me all the time. So that's probably my main issue with him at the minute Burton that

Nicky Bateman

Yeah.

Steven Bruce

Are you doing baby? We will do one that squealed.

Nicky Bateman

Yeah, Great, so shall we should we just try it? See how you get on?

Steven Bruce

Just out of curiosity, how often would you have to normally put him to the rest?

Cydney

Well, so I'm trying to do on on demand, because obviously, I'm not entirely sure how much I'm not entirely sure on how much he's having. I just kind of put him on if he, if he goes through it you guys read if he doesn't, he doesn't and then I'll work. Could be every hour and a half to two hours. So it's quite Yeah. And like I say a lot of time. He doesn't even he's not even hungry. So he just falls asleep within four or five minutes of being on me so so he's

Nicky Bateman

not really sort of getting good. You're probably fine. He's not he's struggling a bit to get a really good feed. Yeah. Do you feel he gets that high milk at the back of the breast? Yes.

Cydney

Yeah. Okay. Yeah. The left one overproduces the right one. The offer feel like doesn't produce enough so it's kind of like I have to say whenever is on this one. I feel like he probably he probably gets his full feed within half an hour because there's just so much of it.

Nicky Bateman

Yeah, okay, good. Does he have any other struggles, you know, with booing or peepin

Cydney

sometimes a little bit constipated. But again, just looking at the bicycle movements and everything we about 20 minutes doing that and then eventually releases so good. Hiccups reflux. Yeah, so hiccups and reflux are quite so he's a really stubborn Biofa Oh, bless he's a really stubborn Bappa so it does take it can take me 10 minutes can take me 45 and all sorts of positions but yeah, and obviously if he doesn't, but he ends up sticking up in the Yeah, in the

Nicky Bateman

end he struggles with with the birth itself was that I was that I

Cydney

wasn't so the hospital didn't actually told me what happened. Obviously I blacked out a lot because it was quite for me. It was quite dramatic. Okay. But it wasn't till afterwards, I found out he had the umbilical cord wrapped around his throat so he didn't breathe straightaway. I remember saying to him, you know why is he not crying? They said he's fine. And then about 10 seconds I heard him making this first sorry I'm getting a bit of motion over very scary. Yeah, I think that was from what I know that was the only complication. Wow

Nicky Bateman

All right, Bubba Should we have a go brilliant if you want to do that and if you just sort of pop it pop it straight here and I is probably the the easiest way perfect and

Cydney

just just one lucky player that did it.

Nicky Bateman

And let's see if he will. And he might just if you just want to put a little bit of pressure because it's really fun and and dance so he's going to go all this this tastes just feels a bit different and he has to get the hang of using it and sucking it and very often you'll see a very different sucker much deeper sack. He's exercising his tongue, tongue muscles jaw How you doing sweetie?

Steven Bruce

It's tempting just to sit here and watch No. Mickey, do you want to leave? No, or to get

Cydney

some feedback? Absolutely. Absolutely.

Nicky Bateman

And again, if you find the sort of slightly thrusting it out, just just hold it. Hold it. Yeah. And it will just it just helps them to get the hang of it.

Cydney

Perfect. Yes. It

Nicky Bateman

didn't reject it. Oh, no. Fantastic.

Steven Bruce

Yeah, Nikki, you asked some questions there about you know, the baby's welfare but no as welfare about whether he's constipated and hiccuping and so on. Are you asking that because that's what you would ask about a baby or because that's somebody that kudos to that could help with?

Nicky Bateman

It's both it gives me a really good background history. So for example, when I'm recently at mums and babies groups, and people coming up to have a go with a soother, it just helps to have that build bit of rapport get an understanding about the background. And yes, collectively, we found that when they're using soothe a lot of those, those symptoms, that sort of range of symptoms, once you really start using tend to tend to decrease decrease so and more and more unfortunately, a lot of our babies are putting straight onto medications. So we found that we can get the babies onto the zoo that using it, we see a difference and they start to come off the medication.

Steven Bruce

How long have I said this is a very new product on the market, but obviously you've been developing this for how many years now? About, I suppose 14 years right? my 14 year so when when did this version, the latest version actually hit the high street? So it literally April this year. Right. So. So that means that there's presumably there's no extensive clinical evidence behind it to prove that it's having an effect having the effect that you want yet. We,

Nicky Bateman

we did do a really good feasibility study with the university sorry, maternal department, and they like it, yeah. 2020 on it. And they, they designed the protocol, we did it. We have 26 infants who, who were almost randomly, because we advertised and then they appoint they applied came in. We we screen them, and then we monitor them for over a month. And there are different people doing those those interventions. So we had a proper, it was properly done, properly supervised, and we had a 73 670 3% success rate. And they're all babies who are really struggling. So because I don't think you'll apply to come onto a study like that unless you strike.

Steven Bruce

Does that trial have enough power to give you any credibility in terms of the research literature and so on? Or is there going to be another more expensive trial, we

Nicky Bateman

want to do another extensive trials? So I'm in consultation with consultant midwife at the moment, because she, she loves the whole concept. And we're talking to various other universities as well, because what I really love to do is to do more of a more extensive evaluation and say, Well, how can we and also we couldn't, we did try to do an RCT. That was how it was originally designed. But what we found, which is I think, quite natural, if you're a tired, exhausted parent, you didn't want to be put into the non intervention group. So you know, they all wanted to sue that. So we had to change the protocol. Almost before we got going, that we've worked out a way that we could do more of a more of it as an RCT. So yeah, I think I mean, just from all the evidence, from the personal anecdotes from you know, thank you to all the colleagues who have met might be watching today who've who've helped me on on this journey. We've discovered more and more as we've we've gone on Well, let's

Steven Bruce

let's bring in your to call it the two colleagues that you've recommended today. So we've got Claire, and we've got Chitika. Claire, it's it's nice to have you join us then. Sorry to keep you waiting in the background there for so long. But let's start with you, Claire, what's your experience of the Kudo? Sue the

Claire

exceptional experience. I'm fortunate enough to have met Nikki some years ago when she was still developing the super. My first experience Steven was my first phone call when the clinic had closed because of the COVID pandemic. It was from a couple who were had that experience of the wife was allowed to go in and give but the husband wasn't allowed to go in. And baby Millie was extremely unsettled. And fortunately for me, Nikki was reaching out at the time trying to find people to use the soother. So I feel very fortunate. I had a look back through my whatsapp notes last night before coming on today. And I wish I could print out on your screen Steven the exciting to have with those parents. Because I wasn't able to I wasn't able to do cranial work for that baby. I tried to teach her

dad in how to do it. But actually there's two there. Nikki provided the suver in April and it was a miraculous change overnight. So that was my first experience of it.

Steven Bruce

Can I just ask can we keep losing half of your head? Could you just move slightly to the left of the frame? Move yourself? Yeah, that's much better. Thank you. That's that now we've got you. Yeah. So you're about to go on with another case. I think

Claire

what we're now lucky to have the soother in the clinic so when Nikki actually officially launched the soother in April this year we now have it on view and I think my comments even this week to a lady whose baby that was born preterm, who is suck suck suck wants to suck all the time, is she said oh, but we never had to do and I think my terminology is that this is not this isn't a dummy. It is a soother, it is the equivalent of having my little finger in that mouth when that baby relaxes. That's her home version of that and Okay, Nikki may give you the verbal evidence, but I certainly can give you physical and practical evidence that that is exactly what we find. With the parents that use it. We haven't had anybody. So provided at least the sucking help, even if it's not necessarily all the other aspects that Nikki's talked about, but often is tummy symptoms, improve colicky symptoms, improve all of those improve. Thank

Steven Bruce

you. Thank you. And Jessica, what's your experience of using this?

Tjitske

So my experience as a chiropractor has been great. And I've seen really good results with baby patients. And then I've also had my personal experience as a mom. I had my firstborn five years ago, and I had a lot of nights that were very tough. And then when I was pregnant again, I thought, something needs to be different. This time, I knew I wasn't so keen on a traditional pacifier. And so I saw Nikki talking about the Kyudo. And I'd already seen Nikki come across a lot of times on these chiropractic discussions, pediatric discussions, and I really rated her expert knowledge. And so when she was advertising about this Kyudo coming onto the market quite a bit later, I asked her would it be possible for me to try this, my baby has not been born yet. But I'd love to try it. And she said, Sure, I can send you a prototype. And so when my baby was one week on the prototype arrived, and she took took to it really well. And it made a big difference. So similar experiences to the other mom, there was this constant sucking. And then two weeks went by, and she had done really well with the Kyudo. And unfortunately, she got RSV, the virus and she got bronchitis. And she ended up having to be admitted to the hospital, and the intensive care unit, they weren't sure if she was going to have to be put under two. So they could take over the function of the lungs. So they said to me, you cannot breastfeed her. And initially, they gave her some food through an NGO tube. But they also had to start stop after a couple of days. And to have this sufa It was just a lifesaver. I knew that she wouldn't get the nipple confusion like she may have had, had I given a traditional pacifier. And also,

knowing what I knew about the sofa, I felt like it was giving her mini treatment every time when she took it. And it was so very calming for her in this very stressful time. When she desperately wanted to feed and wasn't allowed. You could see her physically coming from the sofa. So to be it's yeah, it's been a lifesaver.

Steven Bruce

So a very reassuring story there. Jessica, you've actually answered one of the questions which has come in from one of our audience today. One a part of pips question is, do you think that this could have any effect on nipple confusion? And I confess that nipple confusion is something I have never heard of before? I didn't realize this was a thing. Yeah. For elaboration. Yeah,

Nicky Bateman

sure. Fortunately, so far, we've had no evidence of that and baby clearly knows the difference. So this is a thing is it? It can be it can be. And I think one of the great benefits of of the teats and the density of petite is it actually strengthens that suck swallow reflex so it actually improves feeding. So

Steven Bruce

what what is nipple confusion looks like a Nepali

Nicky Bateman

devil confusion can be where a baby has maybe started off with breastfeeding. And then you might may introduce, say bottle feeding and then it often prefers the bottle feeding rather than the rather than the breastfeeding. But I do think

Steven Bruce

of a conventional dummy they might prefer that. There's

Nicky Bateman

also a lot of hype I suppose there's a lot of myth and a lot of noise out there about you know, don't get don't don't do not give your baby a soother you know, blah, blah, blah. It's going to, you know, fat, fat breastfeeding. But fortunately, we've been able to demonstrate with the Kudo, it doesn't do that. Rather just gonna say you can be a young baby on it. And clearly they know the difference. So yes, and that wants comforting and soothing as opposed to an cranial massage if you'd like and cranial release and soft tissue release more than that not needing feed on that side.

Steven Bruce

When again, you were you're you're going into the area, it was also raised by PIP Noonan are a part of this is how do you persuade parents who are against the use of dummies. And I can remember many years ago when my kids were very small. I think we just assumed that if you stick a dummy in their mouth, they'll end up with protruding teeth or something well, it's something will go wrong. How do you persuade parents education,

Nicky Bateman

and that's, you know, that's part of the brand we've only just really, really started I think the really encouraging news is that there are a lot of health visitors midwives GPS To actually in favorite, so once you convey the the knowledge and the education, they get Okay, that makes some sense. I sort of understand it. And I think really the biggest thing and probably as Mike, you know, my colleagues have remarked, when a baby the main thing, let the baby try it. So that's one of the thing if, if health professionals have got samples in their clinics, they can use it in lots of different ways. So I know there are colleagues who use it to assist with cranial treatment because they can feel the movement of the skull bones happening, they can feel the plates moving. So in fact, that really accelerates

Steven Bruce

so you can feel it's better when the baby's Yeah, yes, yes, you

Nicky Bateman

can. This particular density does that it creates that that whole dynamic change, the sphenoid starts moving up for Silla junction, this this one here, in particular sphenoid you know? Thank you, this all starts to happen. So your sphenoid is the most crucial really the most crucial bone in the skull because it has so many relationships with all the rest of the with a skull so you can really feel the whole flexion extension movement of the of the baby's skull happening,

Steven Bruce

I suppose an obvious question, which maybe I should have asked to start with. Maybe show me acuerdo soother and tell me why it's how it's different from a conventional dummy.

Nicky Bateman

Okay. Do you want to feel it?

Steven Bruce

I'll be honest, I have already felt sorry, I'll let you do the demonstrating.

Nicky Bateman

This is a standard commercial type see that? So he does work. You know, I'm not saying all babies need accouter soother all want one. So it's entirely their choice. And that's the other thing about this particular product, is that everything that we've done all steps along the whole development has been led by the babies, and also through observation from my colleagues, which has been fantastic. So that's, that's that and they tend to have quite a, when they're using it's a sort of, it's a shallow sack. With this one. It's it's firm, here, it doesn't move around, give it a little bit of flexibility. And then when they're on it, they are literally flexing and moving and opening. Can

Steven Bruce

you see the angle of the teeth on it? Yeah. So hold it says the Teach vertical there. So the T goes upwards? Obviously. The baby's head?

Nicky Bateman

Yeah, man, the king. Yep. And the fat if we want to. I don't think it wants to swap quickly to the slides. Let's have a quick look at the slide. Slide.

Steven Bruce

And the reason that I was struck by this, when I looked at your website, you were you were saying that this mimics the action of a finger I think, Well, why do we want to mimic the action of a finger? I mean,

Nicky Bateman

okay, the most important thing really is that those first few weeks of life, you're capitalizing on the natural sucking reflex. And it's that natural sucking reflex that helps that whole skull to, to okay to reorganize itself, you know, so because at birth, all the bones basically slide in to narrow to come in. They're also floating within that beautiful, soft tissue tension and everything else. So now, within three days, you hope that the baby's head shape has recovered from the birth process. But if they've had interventions, long birth, trauma, everything else, you won't necessarily get a nice even even headshape that happens inside of it. So when they're using the soother it's a natural relaxation spreading reorganization happening. Okay. Yeah. But the key thing, the other things I would say is, is that I think what we underestimate is the impact of crying babies, not only the welfare of the family, but actually on the welfare of that baby's brain. We do know now for the latest science when it's looking at neurology, primitive reflexes, primary reflexes, that we don't want babies who are screaming all the time for the

Steven Bruce

emotions that must be a sign of distress.

Nicky Bateman

Absolutely, and the incident rates of postnatal depression are horrendous here in the UK, then are saying it's one in five,

Steven Bruce

was that worse than other countries? Are we just measuring it better? Well,

Nicky Bateman

that's a good question. I wouldn't like to completely say but I think that with the particularly with the pandemic, lack of NHS staff, it's nothing and gets the staff because there's some fantastic staff out there. But, you know, we finding that tongue ties aren't being dealt with at hospital that used to always be dealt with at hospital that's not happening. That affects the baby's ability to feed and to talk. So lots of different influences, but having a crying baby. You've got the most brain development how Putting in those first few months? Yes, it's huge. And you do not want to be setting up that child with a very hypersensitive fight flight reaction. And we now know from later there's now some new evidence coming out that there is a link. So they're saying that there was a research study recently come out that between migraines and children and teenagers that maybe links back whether they had colic or reflux as a child, I suspect that's because it's a structural imbalance that's never been formally corrected. We

Steven Bruce

use it already sent in a question asking whether tongue whether this could be useful with tongue ties, does it have a role in itself to do with tongue twisters? Yes,

Nicky Bateman

we myself and a health visitor, we ran a sort of rapid screening clinic during the pandemic really to help parents. And we found actually out of all the parents that came to see us 80% of them had had a miss tongue tie. That was part of the reasons why they were very distressed infants. So that was great. So we could help diagnose that get those children off for support and help. And then on to other chiropractic colleagues as well for support and

Steven Bruce

at the same time sessions are available. Yes.

Nicky Bateman

Yes, I mean, I mean, globally. Course. And we, what we were fascinated by was we hadn't expected this, but the tongue tag babies were completely happy on the Gouda Wow, with their tongue, even with their tongue ties.

Steven Bruce

Show some time ago when it was suggested that tongue ties are often overdiagnosed they can be too rich, too eager to snip tongues when they don't nest. Yes. But

Nicky Bateman

there's it's it depends on the degree of the tongue tie where it is. It's pretty obvious when it's when it does need near snip. But yeah, so when anyway, so what we found was, and the reason is simple reason is because it's bulky, it's actually have something they can latch on. If you can't lift your tongue up. How do you get? How do you form a seal for things? So we found that it's been great. And then similarly, post, post tongue tie, which has been really interesting. A colleague of mine describes this as a gymnastics for the tongue device. Say when when you're learning when a baby is reordered organizing and going, you know, it's been snipped to get oh, perhaps this is a bit little unusual. How do I how do I reorganize my this? They found that that's that's helped a great deal.

Steven Bruce

Another question from Pip. She says she has one baby who's being tube fed, and they're losing their tongue suck reflex because of it. Would this help

Nicky Bateman

losing that song losing

Steven Bruce

their suck reflex? Well,

Nicky Bateman

I think you've got to rule out whether there's any other compression issues get a little strange, strange issues going on going on when the cranium, the cranial nerves for the suck reflex are fairly shallow. So around here, around the temporal area sphenoid relationship, and it's not unknown that depending on the birth mechanics, or maybe what's happening later, that there is some compression or compromise, let's use that strain going on. So I think I'd, I'd urge to just check that around all of that. But yes, I don't know. I mean, I think there's some of these things we have to try. And that's why I really would love more, you know, more feedback if if colleagues you know, osteopath, physios, others are using it seeing it in clinic, because the more feedback we get, the more we can understand how it helps if it's not helping. What cohort of babies was it really, really suit and go from there.

Steven Bruce

Now you asked about using your slides, the slides are broken, so you'll have to conduct the next part in mine. I'm afraid to refer to any of the diagrams. We will we will send the slides. Yeah.

Nicky Bateman

I think it was just to sort of help illustrate to viewers today that the tongue has so many connections, soft tissue connections to the higher bone, the upper cervical walls, the base of the skull and everything else. So that's sucking. That's why sucking helps reorganize baby's skull when it's all flexible, and new. Now for some of our babies, if they can't be breastfed, they're not getting that really depth of stimulation because for some infants who are already but only bottle fed because the teat is hollow, Oh, great. It is working. So you can see how it's how, you know there were their connections. So it was just to illustrate that it's doing a lot more than just soothe.

Steven Bruce

Soothing a baby. Yeah. Very slightly confused because a baby sucking on a nipple is not getting the same sensation as sucking on the issue though.

Nicky Bateman

It could well be but we've never that's never been been measured. And we do find that there are plenty of babies who are very satisfied with with being on the breast, but it depends if they have any The other symptomology, which actually isn't coming down? A

Steven Bruce

couple of there's some good questions, some good questions coming in at the moment. There's one, which we've had for some time from someone with a personal interest in the studio. He's asked whether Justin has asked whether the soother is a one size fits all? Or do you get different sizes? For older children? The question was basically do these bags there is, is this suitable for all ages of baby,

Nicky Bateman

it's suitable for all ages. And so we know that because in the user trials, we've actually tracked infants from, say, four or five weeks old, they went on it, and we just monitored them over the months. And so the oldest baby that I know of that's consistently used accouter says it's been about 18 months old, at much. But again, there has been no issues around. That's what the parents report back about feeding issues or transfer, they tend to just because again, it's about management. As a parent,

Steven Bruce

you did say, the baby that's got lost on the way here today is seven months old. And you did say that actually, maybe that's a bit too old? Or does it only if they've not been using any form of

Nicky Bateman

yeah, there are many, many different reasons as to why an infant because by that point at six, seven months old, they're sitting up, they're interested in weaning. And so using a less they got used to the density of this teat. If you introduce it a little bit at that age, they can get with it, what's this, you know, and it can become what I call a chewy. However, I do know of a set of twins, who are nine months old, they are Prem, who have both satisfactorily started using that kind of service. So they'll always repeat like sections to the rule.

Steven Bruce

Yeah. Okay. Bertrand asked a good question here. You've talked about the rationale behind this. You've talked about cranial sacral stuff. And of course, all of this is stuff we're not allowed to talk about in our advertising. Have we have you got evidence? Are there claims that you can make on the basis of what you've done so far with the uterus, either in terms of choosing a colicky baby or whatever?

Nicky Bateman

Yes. Because that was we did what's known as a persistent tears trial. And if you go to the web that our website, it's got some of that evidence that's up there and claims that have been made.

Steven Bruce

Okay, so that's an interesting, sorry, just to say

Nicky Bateman

also, colic isn't actually a clinical diagnosis. It's a it's a collection

Steven Bruce

of well known term, and it's one were banned from using marketing or advertising, isn't it? And the reason I ask is because brands use it all the time. Yes, but maybe brands aren't governed by the general chiropractic Council of general osteopathic Council. And we are we are constrained in everything we do, including adjunctive therapies by the law, the rules. So the question on my mind is you we could suggest this to patients coming in? What could we say on our website about what it does without falling foul of the Advertising Standards Agency or the general counsel's

Nicky Bateman

we've, we have some if you'd like some approved words, or all the words that are used as on our website have been reviewed by a regulator, medical devices, GCC, not GCC, but an approved,

regulate in terms of en 1400. Because our su there passes en 1400, which is the standard for baby to the circuit, I think you to be honest, I don't think need to be making too, too many claims. It's more about, you know, if a baby comes in and struggling, they try it. They get on with it. Well, that's great.

Steven Bruce

Vince has sent in saying, Gosh, this is fascinating and loves the background. Who is it patented? He's obviously wanting to run off and make his own. Yes, Vincent is basically what's it made of? Asked Isabel?

Nicky Bateman

Yeah, we were using medical grade, polyester combination for the shield itself, and call it properly. And then we've got medical grade silicone. So we have it made fantastic. We have it made here in the UK, within a cleanroom environment. So we've got sort of if you'd like, really, really good, good facilities.

Steven Bruce

I love these questions. Sarah says, Would it help with glue ear?

Nicky Bateman

It could do because if you're if the baby is Mo it depends what's causing that glue, is it because the air is stuck and needs a needs a cranial release? Is that the reason and therefore it's not draining enough? It does have a very close relationship with TMJs as well. So potentially a deeper sock may very well assist. And that as it's flexing here, you're going to get the spreading of that upper palate. And we organizations happening there. I

Steven Bruce

ask how much it cost? Yeah,

Nicky Bateman

it's expensive at the moment. It's 4499. Okay, because we're producing in very small cost stays, and then we hope to go from there. But the great thing is unexpectedly, I think, one of the things that we just covered, because it's actually dense, it lasts a hell of a long time. So you haven't got to replace it every few months. Right? And

Steven Bruce

we were saying earlier on that there are people with drawers full of different suitors and so on. Yeah. And

Nicky Bateman

if you want to make a comparison, if you have tried medication cost medication, well, you know, for example, like empirical, which we know there isn't a lot of evidence behind that, but everyone buys it because it's readily available over the counter. You can't use me spending eight nine pounds just for a little bottle like that, which may last you two or three days. And you've got to use it for at least two weeks before you know whether it has any any difference. And then if you actually look at the ingredients of Infracore they use a it's called symmetric home but the thing that slightly concerns me is the other ingredient is a massively high sugar level. Oh, yes, it's more potent. I've forgotten the name of the actual sugar that we put in it, but it's like 550 times more potent than an average sugar and I'm not so certain that's a great thing and it has to to E numbers as well in the mix and we've just going well just by this it's fine or I've heard stories genuinely stories where mum said to me you know really struggling baby went to see the GP four times you know and all the GP cetera as well take this medication and in 16 weeks your baby will be fine. While the baby is not fine, baby is crying It's uncomfortable. And what is what is the basis of that song your baby's healthy. We as the in our in as professionals understand that very often it's a structural issue and that structural issue needs to be rebalanced and, and sorted

Steven Bruce

I know you said it's not a chewy but Barb's has asked whether it does help in any way with teething issues because she's got a three month old so

Nicky Bateman

I don't know I mean, the I have had babies who've as I said, you know, several who have used it for 18 months or so. And and it's been absolutely fine with with sitting with

Steven Bruce

okay with the feeding and we're gonna go back and talk to newer again in a minute. Okay, as far as Noah was capable of talking. But before we do that, we've used a lot of terms. There's dummies, there's pacifiers as Sue there's and I think there was one other term you used as well packet. There's all sorts of names. Yeah. Why is this a soother and not a dummy or a pacifier?

Nicky Bateman

I don't like the word dummy. I know it's because dummy isn't very English term. Around the world they use soother or pacifier. And they also refer to fire always

Steven Bruce

sounds like a piece of self defense equipment, costs or something.

Nicky Bateman

And in many ways, it was almost like what do we call it? And actually, we've ended up we just call it Kudo. Where did that get the we look? Well, one of the original websites I had was called kudos qu DLs but when we started looking at the branding, we wanted a name when you have go through a whole branding exercise and make sure it doesn't call certainly doesn't have to say anything rude. And so we ended up with with Kudo we quite like the Q and then it you know this the shape that we have because it almost looks like a head with a with a with a Sousa. So yeah, it is tricky. These These names are tricky. And what do you call it during?

Steven Bruce

Getting on? Yeah. Just lose your microphone.

Cydney

Wow. This whole time so yeah, that's amazing. Is that unusual? Yes, slightly. Nine times out of 10. If he starts to slur or wake up or try and put a dummy in his mouth is so tightly closed because he's refusing it. I can't get it in. So which is why initially when I first went in, I was like, because it just kind of just flooded in. It was it was amazing. Yeah. We a spy at once. And then that was about five minutes after you guys went over there. And Greg stated the whole time, so it's amazing.

Nicky Bateman

Yeah. And he was he's hacking on this a bit as well. Yeah. Yeah. Good. Yeah. Good. There we go. I don't know if you guys can see that. He, I mean, he is asleep. He's resting but we go.

Steven Bruce

Well, Sydney, you're you're gonna go away with that anyway. So hopefully, we'll get some feedback from you. And, you know, over the next few weeks or months or whatever, we can get some feedback and whether you think he's done better than he would have done without it. Yeah. Yeah. Which is obviously hard to tell because you probably use that nothing else from mine. Yeah, probably. It'll be interesting to hear what your thoughts are on. Yeah, perfect.

Cydney

How long would he

Steven Bruce

would you expect to be Ready to carry on using one of these,

Nicky Bateman

it's entirely their choice with a drink. Okay, during the clinical studies give you some example, some babies only needed it for two, three weeks. And then the parents just said, Oh, drop down. Baby doesn't isn't interested in a more comfortable that sort of thing. And then as I said, we've had babies that go right through to toddler toddler. With its own, it's entirely baby led iPad. So

Steven Bruce

how did you What made you come up with the color? Why green? We wanted it was a silly question. No, no, no, no.

Nicky Bateman

It's a good question. We looked at all sorts of colors, and he wanted a color that would work with any skin tone. Okay. Okay. And we also wanted a sort of slightly more medical Look, maybe? Yeah, yeah. And that that's it really green, green finally came out. There may be other colors in the future. But yes, so that was the that was our key key thing was to make sure it would work with any

Steven Bruce

What about would you envisage, there might be any further changes to shape, style and design,

Nicky Bateman

probably, at some at some point. And we've also got some follow on products which are in development. So one is to take this whole concept and put it in as a bottle feeding. So that the babies get the benefit of the cranial stimulation, while they're also feeding, particularly for those who aren't able to breastfeed as well. Right. Yeah. And we got other ideas. But, you know, again, our whole philosophy is, you know, can we make a difference? Does it make a difference? And also, you know, can we help parents as well? Yeah. Because it is exhausting. And you're probably you probably find that if he's always constantly on the breast, you never get a break to kind

Cydney

of feel like I don't have time to do anything for myself, or even just putting a load of washing on its hardware, you know.

Nicky Bateman

So you might find, which would be really interesting to see if he's satisfied with this. You'll be able to go longer between your feeds, but probably he will then do

Cydney

really good feed. Yeah, that would be really good.

Nicky Bateman

Yeah, and it gives him time to digest, digest the feed as well. So

Steven Bruce

that would be a nice thing to feed back. If that is that is a good measure? Yeah. I've just had a question come in from Lady be asking, is any different for any other super pacifier? Dummy? How often do you need to clean it sterilize it?

Nicky Bateman

Entirely. It's entirely up to you. There's lots of just standard standard ways you can just use pop in it for five minutes, then in a glass of a cup of hot water. You can use it with any other form of sterilization. That's

Steven Bruce

first ab routine, isn't it? A third baby is just wiping it off or misleading.

Nicky Bateman

Just just put it in a dishwasher because because the salts of the dishwasher tablets can affect

Steven Bruce

you've given us a cost. I think you've I mean, I know I hate this this to sound like a sales pitch. But you did say that you would offer a discount code to anyone. Yeah, absolutely.

Nicky Bateman

So today, because I really would love to, you know, get colleagues trying it and using it and offering out to patients. Yeah, absolutely. So so we are offering a 50% discount 50 50% of that was 25. We're doing 50 It lasts for three weeks. And you can order as many as you'd like. Go to the website. And it's but it's one if you like it's one email at a time, once you've used that email that you can't use that discount again. So you won't others you'll have to use another email. I just see.

Steven Bruce

I can't remember how many we were told we had lots and lots of mums apply to come in today. I'm grateful that you came in Sydney but we have lots of mums apply. So we'll send them an email and say well, you know, here's a discount if you want to try this. If you want to try this particular maybe we'll get lots more feedback for

Nicky Bateman

you. Oh, that'd be fantastic

DRAFT TRANSCRIPT