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February 8, 2005
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Pacifier Sterilizer

PROBLEM

- Children constantly throw items (pacifiers, spoons, bottles, toys) on the floor/ground
- Mothers always pick them up and often “clean” them in their own mouths before giving back to the child
 - This introduces filth into the mothers’ mouths
 - The mothers’ mouths are not suitable cleaning environments and only apply additional bacteria to the item

NEED

- Safe and clean solution for dropped pacifiers/toys/utensils for babies/toddlers
 - Non-toxic
 - Anti-bacterial
 - Small/Portable
 - Easy to use
 - Appealing flavor or flavorless

EXISTING ALTERNATIVES

- Mothers’ mouths
- Blanket edge
- Baby wipes
- Antibacterial wipes or gels

POTENTIAL MARKET

- Mothers
- Nannies
- Babysitters
- Daycare facilities
- Hospitals

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15.783J / 2.739J Product Design and Development
Spring 2006

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