



SMITTEN BABY



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



## HOW SMITTEN BABY BEGAN

Being a new parent is a time of great joy, and also questioning.

What does my baby need? How do I choose which to buy? How do I know it's safe? Where is it made? How does it impact my baby's environment? Figuring this out is daunting and time consuming, even for those able to sleep through the night.

Three new moms faced with the same task, lack of sleep, and unanswered questions were driven to design a collection of baby gear and accessories to help other parents with these questions. Striving to be conscious of the impact the choices they made, as parents, would have on the planet and their baby's future.

FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



## HOW SMITTEN BABY BEGAN

By making things locally, with only wholly Canadian manufactured materials, could they ensure the highest quality, and safe, baby gear.  
This is why all Smitten Baby products are Made in Canada

All Smitten Baby products are safe, long lasting, and Eco-practical. Our wide selection of fashionable and practical products are perfect for parents and babies.

You'll be smitten with our baby gear.



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



## SMITTEN BABY BIBS

### CRUMBCATCHER BIB

An Eco-friendly bib with a unique open pocket to catch crumbs. The durable fabric is liquid and stain repellent for easy cleanup.

### FEATURES:

100% coated polyester | Printed with organic inks | Water-resistant surface

BPA / phthalates / lead and metals free

Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada | For ages 6 months to 2 years



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## SMITTEN BABY BIBS



### MESSGUARD BIB

The perfect bib for your little one, this bib offers ample protection to keep their clothes clean and to make your clean up as easy as possible.

#### FEATURES:

100% coated polyester | Printed with organic inks | Water-resistant surface

BPA / phthalates / lead and metals free

Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada



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## SMITTEN BABY BIBS



### MAKE A MESS BIB



Go ahead—make a mess. The pocket will catch any crumbs and waterproof fabric makes for easy cleaning. Our bib will make sure clean up is a breeze.

Unique Single piece design with always open pocket .

### FEATURES:

100% coated polyester | Printed with organic inks | Water-resistant surface

BPA / phthalates / lead and metals free

Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada | Unique Single Piece Design | Stay open pocket

Regular - 6-24 month | Large - 2-4 years

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SMITTEN BABY

## SMITTEN BABY COVERS

### COVER IT HIGH CHAIR COVER

Plush fabric keeps your baby comfortable and let's you reuse an older sibling's highchair or keep a new one clean. Give your old chair a new lease on life – Go green and reuse!

### FEATURES:

100% coated polyester | Printed with organic inks | Water-resistant surface

BPA / phthalates / lead and nmetals free

Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65 | Made In Canada



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR





## SMITTEN BABY COVERS



### SHOP IT EAT IT - SHOPPING CART AND RESTAURANT HIGH CHAIR COVER

A colorful cover that fits all standard shopping carts and easily folds into bags for easy, safe and germ-free shopping with baby! Also, fits all standard, wooden restaurant high chairs to ensure germ-free dining.

#### FEATURES:

100% coated polyester | Printed with organic inks  
BPA / phthalates / lead / cadmium and other metals free  
Machine wash; tumble dry | Complies with CPSIA, EU Reach,  
California Proposition 65 | Made in Canada  
Fits all standard, wooden restaurant high chairs | 2 in 1 solution

FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR





## SMITTEN BABY COVERS



### SWING & RESTAURANT HIGH CHAIR COVER

Fashionable and functional, the Swing Cover two-in-one high chair cover fits all standard high chairs as well as all standard park bucket swings to provide a germ-free seat for baby. Machine-washable fabric allows for easy cleanups, and it folds up into the attached tote for added convenience.

### FEATURES:

- 100% coated polyester | Printed with organic inks
- BPA / phthalates / lead / cadmium and other metals free
- Machine wash; tumble dry | Complies with CPSIA, EU Reach, California Proposition 65
- Made in Canada | Fits all standard, wooden restaurant high chairs
- 2 in 1 solution



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



## SMITTEN BABY BAGS & TOTES

### WET TOTE

A colourful tote, perfect for soiled diapers, beach, travel, gym or other essentials when on the go! It has two layers of waterproof fabric to contain spills and mess!

### FEATURES:

100% coated polyester | Printed with organic inks | BPA / phthalates / lead and metals free

Water-resistant surface | Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada | Regular: 11" x 11" | Large: 14" x 14"



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## SMITTEN BABY BAGS & TOTES



### WET N DRY TOTE

A unique tote with a two-compartment design that will ensure your wet items – dirty diapers, messy clothes or swimsuits – are kept separate and secure and that your dry items stay dry while you're busy on the go!

### FEATURES:

100% coated polyester | Printed with organic inks | BPA / phthalates / lead and metals free

Water-resistant surface | Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada | Large: 14" x 14"



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



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## SMITTEN BABY BAGS & TOTES

### DIAPER TOTEZ



Fashion and function in one portable package. Smitten's Diaper Totez is built to accompany you and baby wherever you go thanks to its sturdy construction and sleek, compact design, that holds 4 to 5 diapers, wipes. It comes complete with a convenient clip that easily attaches to the stroller. Machine-washable feature allows a easy cleanup.

### FEATURES:

Water-resistant surface | BPA / phthalates / lead and metals free

Machine washable (cold water) & hang to dry or tumble dry low

100% Coated polyester | Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada



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## SMITTEN BABY DIAPER PODZ



## DIAPER PODZ

Grab the Diaper Podz and be good to go. This sleek, colourful bag has a Velcro closure for handy access, and just enough room for 4 to 5 diapers and wipes. Compact enough to fit in a diaper bag or even a purse or messenger bag, it's the perfect solution for parents on the go who like to be prepared for anything, anywhere.

### FEATURES:

- Water-resistant surface | BPA / phthalates / lead and metals free
- Machine washable (cold water) & hang to dry or tumble dry low
- 100% Coated polyester
- Complies with CPSIA, EU Reach, California Proposition 65
- Made in Canada

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## SMITTEN BABY BAGS & TOTES



### MOMMY CLUTCH

This diaper-stashing wonder is a must for out-and-about days with baby. Free of BPA, phthalates, and lead, and printed with organic inks. A zippered pocket keeps essentials safely stowed, and a handy clip attaches easily to a stroller for quick access hands-free convenience.

### FEATURES:

100% coated polyester | BPA / phthalates / lead and metal free

Machine wash | Exterior pockets: one zip

Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada | Dimensions: 7.5" W x 12" H

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## SMITTEN BABY MATS & PADS



### HANDY CHANGER



Made of two layers of durable, waterproof fabric and printed with organic inks, this ready-to-go accessory is a must-have for busy moms. Free from BPA, phthalates, lead, cadmium and other heavy metals, this easy-to-wipe clean changer can be rolled up to fit diaper bags or purses. Machine-washable feature allows for easy cleanup.

### FEATURES:

100% coated polyester | Printed with organic inks  
BPA / phthalates / lead / cadmium and other metals free  
Machine wash; tumble dry | Complies with CPSIA, EU Reach,  
California Proposition 65 | Made in Canada  
Folds away for easy on the go storage



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## SMITTEN BABY COVERS

### CHANGE IT CHANGE PAD COVER

Introducing the eco-friendly Change It cover to your baby's soft skin. As all SmittenBaby products, this changing cover is made of BPA, lead, phthalates and cadmium fabric and printed with organic ink, makes it the perfect choice to the changing time. Machine-washable feature allows for easy cleanups, and elastic at the back helps it fit both regular and contoured style changing pads easily.

### FEATURES:

Easy to store | Waterproof, long-lasting, lightweight, machine washable

Fits regular and contoured change table pads

BPA / phthalates / lead and metals free

Complies with CPSIA, EU Reach, | California Proposition 65 | Made in Canada



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



SMITTEN BABY

## SMITTEN BABY MATS & PADS

### MAKE A MESS MAT

Kiss that clean up goodbye. No matter where you are, whether a picnic or a play area, this mat does the trick. Sizes regular and large available.

### FEATURES:

100% coated polyester | Printed with organic inks | Water-resistant surface

BPA / phthalates / lead and metals free

Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65

Made In Canada | Regular: 28" x 58" | Large: 35" x 58"



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## ARM PAD IT

This impressive 2-in-1 piece functions as an arm pad that attaches to an infant carrier handle to help reduce arm strain, and it doubles as a changing mat for those unexpected changes

Free of BPA, phthalates, lead, cadmium and printed with organic ink, it makes a pretty, functional and eco-friendly choice. Machine-washable fabric allows for easy cleanups anytime!

## FEATURES:

Folded: 11" W x 5" H, Unfolded: 21" W x 25" H

100% coated polyester | BPA-, phthalate-, lead- and metal-free

Machine wash | Made in Canada



SUN SMART COOL GEAR BY SMITTEN BABY!



SMITTEN BABY

# New Designs For 2018!

## Out of this world



Mars



Jupiter



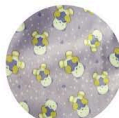
Buttercup



Grey



Aqua



Lilac

## Teddies and Doggies



Teal



Aqua



Soft Green



Pretty in Pink



Spring Green

## At the Zoo - Elephants



Rose Pink



Sky Blue



Multi Naturals



Multi Brights



Pink



Neutral

## Technical Information

- \* 100% coated polyester
- \* Certified organic cotton / organic inks
- \* Water-resistant surface
- \* BPA / phthalates / lead and metals-free
- \* Machine washable (cold water)
- \* Hang to dry or tumble dry low
- \* Made in Canada



## Technical Information

- \* 100% coated polyester
- \* Certified organic cotton / organic inks
- \* Water-resistant surface
- \* BPA / phthalates / lead and metals-free
- \* Machine washable (cold water)
- \* Hang to dry or tumble dry low
- \* Made in Canada



## SoHo Circles – Classics Return



Solar Breeze



Rich Lavender



Jack o Lantern



Granny Smith

## SoHo Circles – NEW for 2018!



Chateau / Honeysuckle



Robin / Regatta



Lavender / Aubergine



Chateau / Silver



Bianco / Nero

SUN SMART COOL GEAR BY SMITTEN BABY!



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## SOHO CIRCLES

## TECHNICAL INFORMATION

- \* 100% coated polyester
- \* Certified organic cotton / organic inks
- \* Water-resistant surface
- \* BPA / phthalates / lead and metals-free
- \* Machine washable (cold water)
- \* Hang to dry or tumble dry low
- \* Made in Canada



Blanc du Noir



Robins  
Egg



Regatta  
Royale



Double Blue



Teal  
Time



Aubergine  
Eggplant



Fire  
Engine



Chateau  
Rose



Double Pink



Pewter  
Flagon



Honeysuckle  
Rose



Silver  
Cloud



Double Silver



Amazon  
Forest

FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR





## LIMITED EDITION PRINTS



WHILST  
STOCK  
LASTS!

### DOTS



Green



Black



Blue



Pink

### BUBBLES



Green



Purple



Blue



Orange



Red

### APPLES



Purple



Green



Turquoise



Red



Coral



Dark Blue

FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR





SMITTEN BABY



TOO MUCH SUN?

TOO MANY INSECTS?



Smitten Baby is here to save the day!

The sun is a particular worry and the top of baby's head can often be in direct line of the sun's rays!  
Sunhats are too easy to lose, making this range of sun gear ideal and convenient.

Smitten Baby's Shaidee Sun Cover™ is a lightweight, easy-to-wear visor design that fits comfortably around any person carrying a baby in a front carrier or sling. It also attaches easily to most cars seats and strollers. A dynamic, multi-use item, Shaidee Sun Cover™ is weather-and-wind-resistant, and made from safe and effective fabrics to keep babies shaded, cool, dry and comfortable. When not in use, Shaidee Sun Cover™ rolls up and pops neatly into a stylish carry bag ideal for travel or storage.

The Shaidee Bug™, which was shortlisted at the BANTA awards in 2017, was designed as an accessory to Shaidee Sun Cover™ and offers enhanced sun protection and full insect protection! The Shaidee bug is UPF mesh netting that will work on its own as well as with car seats and strollers to keep baby protected from the tiny critters, yet allow full air circulation.

SUN SMART COOL GEAR BY SMITTEN BABY!



## SHAIDEE SUN COVER™



Shaidee Sun Cover™, by Smitten Baby, is made from antimicrobial medical grade foam and Quick-Dry bird-eye mesh. This makes Shaidee Sun Cover super lightweight! This clever cover weighs a mere 4.5 ounces! It comes with a handy carrying bag and, rolls up easily to fit inside the bag making it small and easy to travel with.

The Shaidee Sun Cover™ not only can be used with baby carriers and slings but can also be used on pushchairs, car seats and infant carriers. The Shaidee Sun Cover™ is the natural way to protect your baby from the sun.

The Shaidee Sun Cover™ from Smitten Baby is - Sun Smart Cool Gear!



SUN SMART COOL GEAR BY SMITTEN BABY!



SMITTEN BABY

SHAIDEE BUG™ 

Are you tired of always swatting away the bugs or constantly putting those chemicals on your child to keep the bugs away? Are those sprays or lotions really good for your child?

Smitten Baby is here to save the day, with its Sun Smart Cool Gear!

The Shaidee Bug™, by Smitten Baby, protects your child from all of the creepy crawly bugs and mosquitoes that can carry the West Nile Virus, Lyme Disease, Zika, Malaria and other insect borne viruses.

The Shaidee Bug™ is the must have for every parent for bug season. Offers full insect protection and enhanced sun protection (50+UPF). Lightweight breathable material that protects your child from all the disease carrying bugs. For use on strollers and carriers.

The Shaidee Bug is the natural way to protect your baby from the sun and insects.

SUN SMART COOL GEAR BY SMITTEN BABY!



SMITTEN BABY

#### CHIC SHOPIT

Hit the grocery store, mall, park, beach or the street in style! Do away with those disposable plastic and oh so environmentally damaging bags; all while saving time, energy and the planet! With its comfortable straps, effortless flair and fashionable prints, this daily essential is durably designed for years of everyday use. Be the envy of the street while being super chic.



#### BAGS



#### CHIC TOTEZ

Strut to work, the mall or go shopping with a certain "je ne sais quoi". This functional and yet oh so fashionable tote takes the headache out of hauling around everyday essentials. The tote is not only roomy, durable and stain repellent but it possesses an avant-garde look and feel. Its classic sleek design will have passers-by admiring your taste and chic style, all while helping the environment.



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



SMITTEN BABY

### CHIC LUNCH BAGZ

Smitten Baby's fashionable, Durable and double-layer, Eco-friendly lunch bags are free of BPA, phthalates, lead and other heavy metal. Printed with organic ink, this waterproof fabric is stain and liquid repellent to ensure an easy clean-up. It's a trendy and healthy way of packing lunch for the whole family.

BAGS



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



SMITTEN BABY

### CHIC CLUTCH

Strut to work, the mall or go shopping with a certain "Je ne sais quoi". This functional, and yet oh so fashionable, tote takes the headache out of hauling around everyday essentials.

The tote is not only roomy, durable and stain repellent but it possesses an avant-garde look and feel. Its classic sleek design will have passers-bys admiring your taste and chic style, all while helping the environment.

BAGS



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



SMITTEN BABY

### CHIC LUNCH PODZ

Two layers of waterproof fabric makes this reusable zip-closure bag perfect for snacks or supplies; from fruits and crackers to crayons, keys, cameras and toiletries. Free from BPA, phthalates, lead and other heavy metals and printed with organic inks, this durable Smitten snack bag is an Eco-friendly and health-conscious way to pack food for a day of adventures!



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR





SMITTEN BABY

### COOK WITH ME TODDLER/KIDS/ADULTS

Presenting Smitten Baby's Kids and Toddlers aprons. Sized just right for little ones, it has a wipe-off coating for easy clean-up. Paired with a fun print and ties for a perfect fit, this machine-washable fabric is free of BPA, phthalates, lead, cadmium and other heavy metals and printed with organic inks. Also, don't forget to check out our matching adults' aprons too!



## APRONS



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR

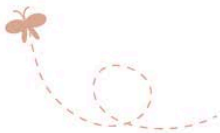


## Infant Carrier Cover

This colorful cover offers shelter, comfort and privacy for Baby while on an out-and-about adventure. It's elastic trim fits snugly over car seats, guarding against wind, rain, sun and sound so little ones can enjoy a restful ride. An opening with hook-and-loop closures provides easy access and its organic cotton construction and organic inks are soft, safe and clean.

### Features

- \* Fits most standard infant car seats
- \* Certified organic cotton / organic inks
- \* Machine Washable
- \* Organic cotton made in the USA
- \* Assembled in Canada



SUN SMART COOL GEAR BY SMITTEN BABY!



## SMITTEN BABY NURSING



## NURSING COVER

An Eco-friendly nursing cover that offers comfort, privacy, and easy folding convenience. Its adjustable neck and flexible neckline provide the best fit and space to keep eye contact with baby, while a front pocket keeps pacifiers, pads and more at hand. Made with USA grown organic cotton!

## FEATURES:

Made with USA grown, certified organic cotton and organic inks

BPA / phthalates / lead and metals free

Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada | 35"W x 27"H

FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



SMITTEN BABY

## SMITTEN BABY NURSING

### ARM PILLOW PAD

A clever pillow pad to offer comfort to you and your baby while feeding, snuggling or sleeping. Made with USA grown organic cotton!

### FEATURES:

Made with USA grown, certified organic cotton and organic inks

BPA / phthalates / lead and metals free

Machine washable (cold water) & hang to dry or tumble dry low

Complies with CPSIA, EU Reach, California Proposition 65

Made in Canada | 9½"W x 7"D



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



SMITTEN BABY

## CANVAS BAGS



Organic cotton grown in the USA and certified organic by the US Department of agriculture. The bags are re-useable and ideal for both parent and child. The collection features a variety of adorable and quirky designs. From cheeky monkeys, dinosaurs to princess tiaras and trendy owls - you'll be sure to love the whole collection!



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SMITTEN BABY

### CHIC CANVAS TOTEZ

The Canvas Totez is the canvas version of our very popular Totez Bag.

It's a reusable cotton canvas bag perfect for shopping, groceries, lunches and day trips. This functional and oh so fashionable tote takes the headache out of hauling around everyday essentials! A natural cotton canvas bag that is designed to stand up and has large easy-grip handles. Machine washable and allow to dry overnight so it's ready for the next day. Made in Canada with cotton grown and woven in the USA.



### CHIC CANVAS LUNCH BAG

The Canvas Lunch Bag is a fabulous new, re-usable, cotton canvas lunch bag perfect lunches, snacks, kids' stuff & your stuff!

A natural cotton canvas that won't pick up odours like synthetic bags.

It fits full size lunches, snacks and a water bottle. A kid-friendly Velcro closure makes it easy and convenient for little hands.

Machine washable and allow to dry overnight so it's ready for the next day. Made in Canada with cotton grown and woven in the USA.



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### CHIC CANVAS ORIGINAL SHOPIT

This is the canvas version of our popular Shopit Bag. It's a reusable cotton canvas bag perfect for groceries, lunches, day trips, kids' stuff and also your stuff! Natural cotton canvas bags that are designed to stand up and have easy-grip handles, ideal for little hands to make carrying easier. Machine washable and allow to dry overnight so it's ready for the next day. Made in Canada with cotton grown and woven in the USA.



FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR





SMITTEN BABY

### CHIC CANVAS LUNCHIT

The Canvas LunchIt Bag is a fabulous new, re-useable cotton canvas lunch bag perfect for lunches, snacks, kids' stuff and your stuff! A natural cotton canvas bag that fits all your stuff; from lunch bags, snacks & water bottle kid-friendly. Designed to stand up, it as comfortable handles ideal for small hands. Machine wash or hand wash then drip dry overnight so it's ready for the next day! Made in Canada with organic cotton grown and woven in the USA.



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SMITTEN BABY



### CHIC CANVAS ROUND HANDLE SHOPIT

This is the Round Handle canvas version of our popular ShopIt Bag. It is a re-usable cotton canvas bag perfect for groceries, lunches, day trips, kids' stuff and your stuff! Natural cotton canvas bags that are designed to stand up and have large handles for easier carrying. Machine wash or hand wash then drip dry over night so it's ready for the next day! Made in Canada with organic cotton grown and woven in the USA.

FASHIONABLE, LONG-LASTING & ECO-FRIENDLY BABY GEAR



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## DUAL POUCH WRAP

Smitten Baby's Double Pouch Wrap is a fabulous baby wearing option for moms & dads who want versatility in wearing baby without fussy rings, clips or complicated tying. Our double pouch design makes wearing baby easy. Just pull on the loops and you're ready to go!

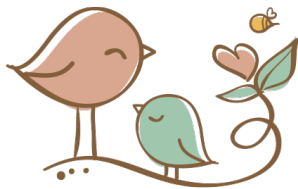


The Double Pouch Sling is made with organic cotton and just enough stretch to hold baby womb-like.

Our slings are made in Canada and all of our inputs are sourced from North America. It is available in 3 hip, gender-neutral colours.



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