



PEDIATRICIAN DESIGNED STAINLESS STEEL DISHES

[ahimsahome.com](http://ahimsahome.com)



# PEDIATRICIANS RECOMMEND STAINLESS STEEL

based on the **AMERICAN ACADEMY OF PEDIATRICS (AAP)**  
*Food Additives and Child Health Policy Statement*

Introducing Ahimsa®

THE WORLD'S **1<sup>ST</sup> COLORFUL** STAINLESS STEEL DISHES FOR KIDS

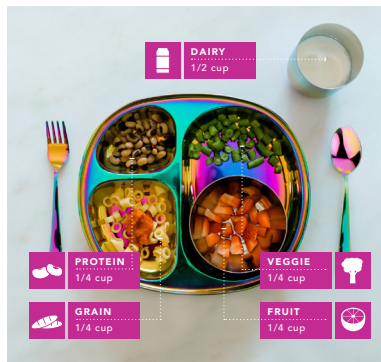
Ahimsa (uh-him-suh) is a Sanskrit word meaning *avoiding harm*. In 2018, the AAP released a policy statement warning parents that chemicals in plastic are harmful to a child's hormones, growth and brain development. That's why pediatrician-mom, Dr. Manasa Mantravadi, created a safe and practical solution for the table.

Our mission is simple:



### CREATE SAFE PRODUCTS

Our high-quality, food-grade stainless steel won't transfer harmful chemicals into your child's food.



### EDUCATE OUR FAMILIES

Our pediatricians provide tips and tools for healthy eating habits—and your child's overall well-being at any age.



### ADVOCATE FOR OTHERS

We strive to protect our planet, fight childhood food-insecurity and promote policy that protects human health.



# A CULTURAL SHIFT

## THE BACKSTORY

Dr. Mantravadi and her parents are from India, where stainless steel dishes have been routinely used for generations. When grandchildren entered the picture, Dr. Mantravadi's mom was on a mission—protect the health of her grandchildren from harmful plastic chemicals at the dinner table.

In 2018, the AAP echoed grandma's concerns about plastic and its negative effect on children's health. Grandma gave some advice, and mom added a splash of color. With that, Dr. Mantravadi founded Ahimsa—a perfect mix of her love for children, background in medicine and Indian heritage.





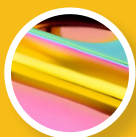


THE SCIENCE

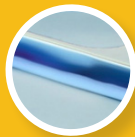
# BEHIND OUR STEEL

Steel is inert. That means no harmful chemicals will be transferred into your child's food. It's non-porous so bacteria won't be left behind. And it won't peel or break.

Our colorful products are coated with titanium in a process called Physical Vapor Deposition. Titanium is also considered food-safe. The colors in each product are unique and vary in appearance. See our finishes here:



RAINBOW



IRIDESCENT BLUE



CLASSIC





reflective finish  
makes mealtime  
FUN

# WE'RE DIFFERENT

## Ahimsa products...



pediatrician-  
mom designed



food-grade  
stainless steel



free of BPA (and  
all bisphenols),  
PVC, phthalates,  
melamine and lead



dishwasher safe



built to last  
a lifetime



NO peeling or  
breaking



NO plastic in  
products or  
packaging



tools for age-  
appropriate  
portions and  
variety



sales help fight  
childhood food  
insecurity

## Other products...



plastic  
leaches  
chemicals



silicone  
holds odors  
and stains



bamboo  
breaks



other  
coatings  
peel



glass  
breaks

# CHECK OUT OUR COLLECTION

Beautiful, safe stainless steel dishes for the whole family









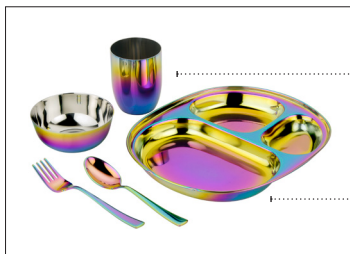
## Mindful Mealtime Set

Intentionally designed by a pediatrician-mom to easily measure age-appropriate servings



Set includes: fork, spoon, bowl, cup, compartment plate | ages 1+

RAINBOW



**8 OZ. CONSCIOUS CUP** 2.5 (w) x 3.4 (h) inches

- size makes measuring and monitoring daily fluids easy
- perfect size for little hands
- available as separates

**BALANCED BITES PLATE** 8.5 (w) x 9.8 (l) x 1.2 (d) inches

- creates a visual guide to teach healthy variety and portions
- separate compartments are great for picky eaters
- deep compartments are great for pastas, so you do not need to use an extra dish
- available as separates



IRIDESCENT BLUE



**8 OZ. BOWL** 3.9 (w) x 3.9 (l) x 1.6 (d) inches

- doubles as a measuring cup to create age-appropriate servings

Studies show that young children requested almost 2x as much when presented with a larger bowl. And older children consumed 52% more *and* wasted 26% more when eating from a larger bowl.

*\*The Journal of Pediatrics, 2014*

CLASSIC



**FORK** 1.0 (w) x 6.3 (l) inches

**SPOON** 1.4 (w) x 6.2 (l) inches

- adult-sized to promote early motor skills and confidence
- encourages independence early-on

## Movable Meal Collection

Colorful, on-the-go containers for snacking, lunching, storing—and more





## Lots of movable meal options | ages 1+



### THE SQUARE 5 7/8 (w) x 5 7/8 (l) x 2 7/8 (h) inches

- perfect for school lunches, snacks and on-the-go
- sized for a sandwich, but great to store leftovers
- pair with our Circle Trio for more meal options
- 30 oz.



### THE CIRCLE TRIO

- perfect for school lunches, snacks and on-the-go
- designed to nest and stack for easy and compact storage
- individual containers for more meal options (instead of being limited with a rigid bento box)

Small Circle: 1/3 cup (*great size for dips*) .....  
1 3/8 (h), 3 9/16 (d) inches



Medium Circle: 1/2 cup .....  
1 5/8 (h), 3 9/16 (d) inches



Large Circle: 1 cup .....  
1 13/16 (h), 3 15/16 (d) inches



### ON THE GO BUNDLE

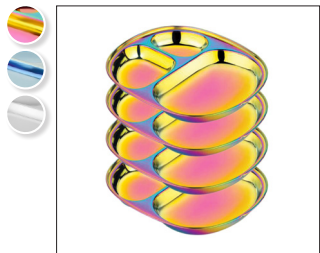
- The Square + The Circle Trio = lots of movable meal options

## Plates

Designed for families, from toddler's first plate to adulthood

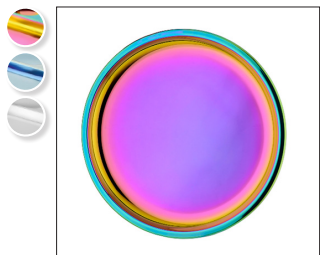


## Balanced Bites Plate & Purposeful Plate | ages 1+



### BALANCED BITES PLATE 8.5 (w) x 9.8 (l) x 1.2 (d) inches

- available in sets of 4
- creates a visual guide to teach healthy variety and portions
- separate compartments are great for picky eaters
- deep compartments are great for pastas
- plates double as great trays for play-date snacking
- bowls can rest in compartments for more meal options



### PURPOSEFUL PLATE 9 (d) inches

- available in sets of 2, 4 and 8
- 9 inches (intentionally sized between a standard salad and dinner plate). Why? A study by the American Academy of Pediatrics says that encouraging parents to use smaller dishes at home can be an effective strategy in providing age-appropriate portions during meals.

Did you know that Americans eat off of big plates? Since 1960 the overall surface area of an average dinner plate has increased 36%. In Europe, the average dinner plate measures 9 inches.



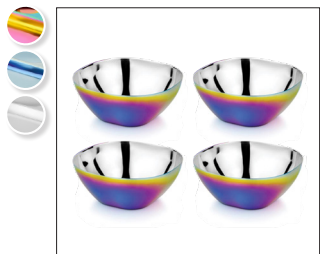
## Separates

Sets of extra dishes for play dates and popcorn parties





## Smart Snacking Bowls & Conscious Cups | ages 1+



### SMART SNACKING BOWLS 4.6 (w) x 4.6 (l) x 1.9 (d) inches

- available in sets of 4
- these bowls are sized for responsible snacking in between meals
- grab the bowl instead of the bag to help limit junk food consumption
- unique tapered design makes it easy for little hands
- stack easily to save drawer space

Children form food preferences in the first 2 years of life. By serving up healthy choices from a young age, your child will naturally choose healthier snacks. Fill this bowl with grapes—or popcorn on movie night.



### CONSCIOUS CUPS 2.5 (w) x 3.4 (h) inches

- available in sets of 4
- 8 oz. size makes it easy to measure and monitor daily fluid requirements
- smaller cup size helps minimize wastage
- perfect size for little hands
- they won't break, so they're perfect for outdoor use



## Starting Solids Set

Introduces an open cup, perfectly-sized for tiny hands. Plus, 2 spoons make feeding easy.

Set includes: bowl, training cup, 2 spoons | ages 6 - 12 mths+

RAINBOW



**4 OZ. TRAINING CUP** 2.4 (w) x 2.6 (h) inches

- rolled edge allows infants and toddlers to practice skills early without spills and broken dishes
- promotes healthy teeth, eating and speech development

The American Academy of Pediatric Dentistry advises that sippy cups should not be used for extended periods of time due to tooth decay. The American Speech-Language-Hearing Association discourages sippy cups because they can interfere with a child's ability to develop a mature swallowing pattern.

IRIDESCENT BLUE



**8 OZ. BOWL** 3.9 (w) x 3.9 (l) x 1.6 (d) inches

- exactly 1 cup (8 ounces) to help visualize portion sizes. Simply fill up 1/8 of the bowl as baby starts solids, and gradually increase to halfway as baby approaches toddlerhood
- babies love the mirrored effect to see their reflections

CLASSIC



**2 INFANT SPOONS** 0.9 (w) X 4.5 (l) inches, each

- for baby-led weaning, short handle helps baby learn to self-feed
- for parent-assisted spoon feeding, short handle provides more control
- design mimics a real utensil, encouraging proper gross and fine motor skills (bring food to mouth and turn with wrist)
- head of spoon is big enough to keep food on it but small enough to fit easily in baby's mouth
- metal allows a sensory exploration with the cool touch and shiny surface

# THE PARALLEL

## REMEMBER THE LEAD MOVEMENT?

1996



Lead was removed from gasoline and paint due to growing concerns about its harmful effect on brain development.



Since then, studies have shown an increase of

**4-7**

**IQ POINTS**

in children compared to the previous generation of children.

## NOW IT'S PLASTIC'S TURN!

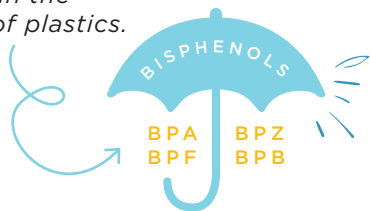
2012



Bisphenol A (BPA) was banned from baby bottles and sippy cups.

*baby* **STEPS** 

*BPA is one of many chemicals under the "bisphenol" umbrella that is used in the production of plastics.*



2018

The AAP released a policy statement suggesting ways that families can limit exposure to certain chemicals at mealtime. They recommend "the use of alternatives to plastic, such as glass or stainless steel."

2019



In response to that statement, Ahimsa is launched.

Today

We know that BPA-free plastic is still harmful. And, other harmful chemicals (like phthalates, perchlorate and melamine) are also found in plastic.



**>80%**

of baby and children's feeding products are plastic

# PUT DOWN THE PLASTIC

Chemicals in plastic disrupt children's hormones, growth and development. And we all know that plastic has negative effects on our environment. Did you know that plastic never truly completely decomposes? Yuck!



Less than

# 10%

of plastic has ever been recycled. ❶

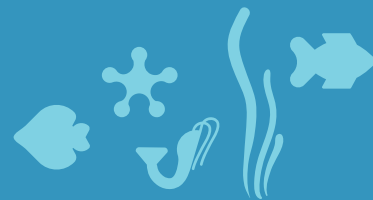
## 1 garbage truck

of plastic packaging waste is dumped into our oceans every

## minute ❷



Did you know Ahimsa's packaging is totally free of plastic and 100% recyclable?



New research has found microplastics in every single seafood sample analyzed. ❸

❶ US ENVIRONMENTAL PROTECTION AGENCY

❷ WORLD ECONOMIC FORUM

❸ MEDICAL NEWS TODAY

# PICK UP THE STEEL

*Chemistry is* **COOL**

Our special metal coloring process allows Ahimsa products to be all metal, without the use of additional toxic chemicals or paints. It does NOT produce toxic run-off into the environment.

Nearly

**69%**

of steel is recycled in North America. This is more than paper, aluminum, glass and plastic combined. ❶



Steel never weakens. Steel can be recycled repeatedly without any loss of quality, strength or composition. ❷

Recycling steel saves the equivalent energy to power about

**18,000,000**

households each year. ❸





DON'T JUST TAKE OUR WORD FOR IT

# CHECK OUT THE BUZZ





Award-winning



# STEEL THINKING ABOUT US?

PLEASE REACH OUT

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VersionB © 08/2022 Ahimsa LLC. All rights reserved. Content developed by Dr. Manasa Mantravadi MD, founder of Ahimsa®. She is a pediatric hospitalist and a member of the Council on Environmental Health at The American Academy of Pediatrics.

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