

Innovative Children's Product hits OTC Market

New Product: All-natural, honey jelly pops will soothe children's seasonal ailments



(Pictured L-R) Sinead Crowther, Founder and CEO and Denise Lauaki, Co-Founder and COO of Soothing Solutions – the new Irish company behind the innovative honey jelly pops, Tonstix

An innovative children's product, the first of its kind, will be available as an over-the-counter product across Ireland from the beginning of February. The dissolvable honey jelly pops, known as Tonstix, are the first product from Irish manufacturing company, Soothing Solutions Ltd., and have been designed to comfort all children through seasonal ailments such as common sore throats and dry coughs.

Developed by two Irish mums to fill the gap on-shelf for child-friendly products that complement medicinal support, Tonstix Honey Jelly Pops are suitable for toddlers aged from two years old right up to tweens, and take on the form of a traditional lollipop, encouraging the sucking reflex which facilitates lubrication of the throat. The time-honoured soothing properties of honey, found in each pop's jelly, slowly dissolve to create a soothing coating that temporarily suppresses the distress of the little one.

The jelly is made using only five natural ingredients giving a fruity flavoursome taste to appeal to children's tastebuds, with added Vitamin C and Zinc, known to

support healthy functioning of the immune system. The jelly has also been specially formulated to dissolve at body temperature and the unique shape – a stick person – is an important, purposeful feature as the arms prevent a child from inserting the pop too far into their mouth.

Tonstix come in two flavour varieties – Honey & Strawberry and Honey & Apple – and are priced at €5.95 (RRP) per box of six, with a free fun sticker pack included to encourage communication between children and their caregivers, something that is often challenging for younger children to do when they are unwell.

Founder Sinead Crowther, mum of four children ranging from seven to 20 years old, and a pharmaceutical technician with more than 25 years' experience, said: "Tonstix was borne of my experience in community pharmacy for over 25 years. On a daily basis, I was met with frustrated parents trying to do their best for their children with sore throats and coughs, but unfortunately there wasn't an over-the-counter product that was specifically targeted to

soothe this type of discomfort in young children. This and my own parenting experience inspired me to help.

"After over 10 years considering the idea and due to circumstances at the time that didn't allow me to pursue it, I finally took the plunge in 2017 and set about creating my vision for this solution. I spent the next two years developing the product alongside a leading food scientist and medical device company to ensure its safety and child-friendliness. I'm incredibly proud that Tonstix harnesses the power of natural ingredients and is a child friendly dissolvable jelly and provides a solution for parents for this all-too-common problem that simply didn't exist until now."

Co-founder, Denise Lauaki, who joined Soothing Solutions Ltd in 2019 and is a mum of four children aged from seven to 14, said: "Seasonal ailments affect every family yet despite being commonplace, there hasn't been any products available in the pharmacy to help parents and caregivers comfort their child. As a mum, I know that not being able to ease your child's pain is a horrible feeling. Tonstix not only

provides an effective solution to this challenge, the natural ingredients appeal to parents and children so it's a win-win.

"I am particularly proud that we have established our manufacturing base here in Ireland and can create more employment opportunities as we grow Soothing Solutions Ltd and its innovative product range.

"We plan for Tonstix to become a household staple, always on-hand, ready for when seasonal illness strikes, and now with the investment support we have secured, this is nearing reality. Pitching for funding from our kitchens during lockdown in between home schooling lessons was an experience – to say the least. However, now that we will have our first product on-shelf nationwide in February, it proves what can be achieved when you are passionate about solving a problem and put your mind to it."

To request more info or make a trade enquiry contact: sinead@soothingolutions.ie

For more information on our products visit www.tonstix.com