

Dr Talbot's **mom** **milkFRESH**

Introducing **MilkFresh**, a first-of-its-kind innovation in breastmilk technology, designed to give parents **confidence** in **milk freshness** with **real-time tracking**.

MilkFresh sensors accurately track the freshness of milk by monitoring **time** and **temperature** in **real-time**.

These sensors simulate milk degradation and change color during the process, which is captured by a camera-operated device.

The data is then analyzed by our **machine - learning model** to provide precise freshness metrics and estimate the remaining shelf life of the milk.

Our sensors continuously monitor temperature and time to accurately measure the impact on freshness and the remaining shelf life of the milk, no matter where you are: **at home or on-the-go**.

How to Use

In order to receive a freshness indication and log the history of the bag within the parameters that track the freshness of the milk, you have to download the MilkFresh app in the App Store then:

- Remove the middle blue layer by peeling it backwards. Do not remove top layer!
- Firmly press remaining layers together
- Adhere the sensor to the breastmilk storage container

To scan the sensor, open the MilkFresh app or simply scan the QR code the sensor and follow the instructions. As soon as you have finished pumping, it's important to store the milk, activate a sensor, place it on the bag and scan **immediately**. Tracking the quality starts at the point milk is expressed and transferred into a bag. Scan again before storing in a refrigerator or freezer and before serving milk to infant, to confirm quality is still good.



SCAN QR Code to
download app for
iOS and Android

Contact: DrTalbots@Golin.com

@drtalbotsmom @drtalbotsmom

Available for purchase online at Dr Talbot's and retailers nationwide.

MilkFresh Sensors (48ct) - **\$19.99**

MilkFresh Sensors (20ct) - **\$9.99**

MilkFresh Breastmilk Storage Bags - **\$8.49**

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