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