



WRITTEN BY MANDY LIM BEITLER • MARCH 30, 2022 • 9:00 AM • BABY & TODDLER, PARENTING, PREGNANCY, PRESCHOOLER & UP

#SupportLocal 10 Up-and-coming Family-forward Brands (plus Giveaways!)

HOME → BABY & TODDLER, PARENTING, PREGNANCY, PRESCHOOLER & UP → #SUPPORTLOCAL 10 UP-AND-COMING FAMILY-FORWARD BRANDS (PLUS GIVEAWAYS!)



Darenting can be hard work. It begins from fretting about poor breastmilk supply to choosing the right kind of clothing for our tots. As the kids get older, we run around to get them to all their activities on time, then rush home

By the way, we also have lots of prizes to give away, as well as an exclusive discount code for all you awesome SingaporeMotherhood readers. Keep reading to find out how you can avail yourself of them!

HOME & APPAREL

1. Bluealmond



Launched in 2021, Bluealmond is a Singapore-based sustainable children's clothing brand that focuses on designs that are easy to mix-and-match. First-time parents-to-be Liana Siau and Jun Jie Ong were disappointed with the quality of baby clothes available. Realising that they probably weren't the only ones concerned with buttons falling off and colours running, they decided to create their own line of high-quality organic clothing that would be comfortable for babies and children, while making the lives of other parents easier too.

"We work only with partners who emphasise quality, so that our clothing can last multiple life cycles. Circulating our products among siblings, friends, and other children helps minimise our impact on the environment," says the couple. "We also stand by our philosophy that kid's clothing should not stereotype them into roles that society conforms to. There are no fire engines or princesses here. Just soft-tone coloured prints that puts the focus on the child and let them be their true selves!"



Bluealmond credits [Starhub's Small Business Day](#) initiative for helping to shine a light on struggles small local enterprises are facing, especially in the pandemic. As a consumer, you can help too. Head to www.bluealmond.sg to shop the new Spring Summer Collection for 2022. Its bestseller is the Salopette dungarees in nine different colours (modelled here by the couple's son, Ethan). Made with light yet sturdy materials, they are perfect for our muggy Singaporean climate.

:: Giveaway ::

3 lucky winners x \$20 Bluealmond shopping voucher

- Follow [@Bluealmond.sg](#) and [@SingaporeMotherhood](#) on Instagram
- Share our article post on your IG story with the hashtag [#SMxBluealmond](#) and tell us why you would like to win this giveaway
- Remember to tag 2 fellow parents + [@Bluealmond.sg](#) + [@SingaporeMotherhood](#)

Closing date: 12pm, Friday, 8 April 2022

(See also: [The Best Organic and Natural Skincare and Makeup for Pregnant and Breastfeeding Mums in Singapore](#))

2. Nipstick by Barebodies



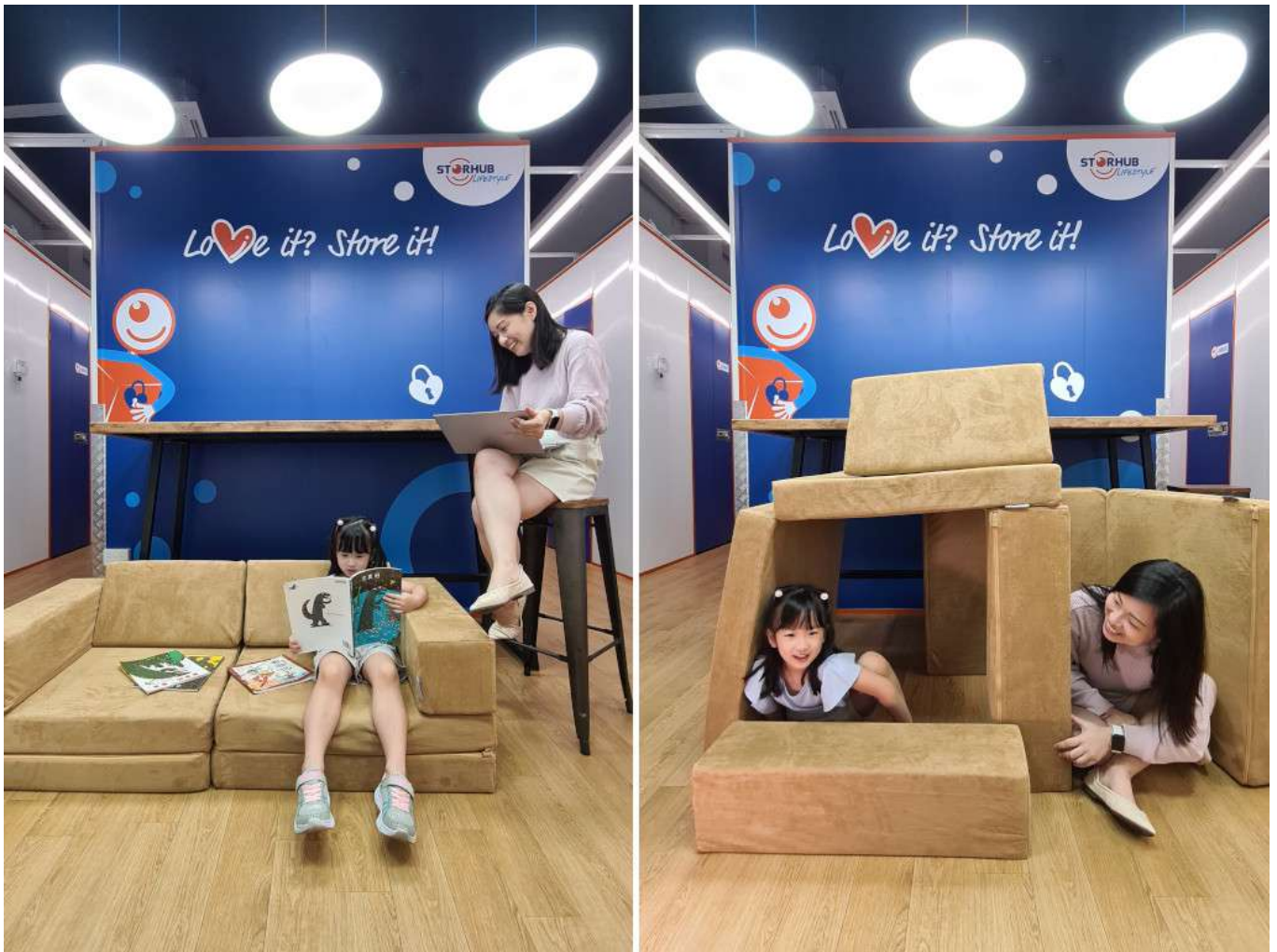
Most women have a love-hate relationship with their bras. The alternative is nipple pasties, but they are usually not adhesive enough (especially in Singapore weather) or show through thin clothing. After years of relying on unreliable nipple pasties as a ballet dancer, 26-year-old Nicholette Pang decided to challenge herself. In October 2020, she launched the revolutionary Nipstick under her new brand, Barebodies.

Waterproof and sweat-resistant, Nipstick is durable enough for daily wear and reusable up to 98 times or more. They are seamless, secure, and reliable — they won't drop off no matter how much you sweat! "It is made from non-toxic materials, so it's safe for both mothers and pre-teen girls to use," says Nicholette. "However, mummies who are still breastfeeding should refrain from wearing Nipstick as it is not absorbent."



There are two sizes, 8 cm and 10 cm, to choose from, making Nipstick ideal for all cup sizes. It also comes in four shades of nude: Sand, Clay, Sienna, and Cocoa, so there's one for every skin tone. Cart out at www.barebodies.store to try a pair on for yourself!

3. Playand



The story of Playand began when Nancy Lai's eldest daughter, Kayleen, suffered from severe nosebleeds. When it was time for Kayleen to begin sleeping in her own bed, Nancy took it upon herself to design a bed that was stain-resistant with washable covers. She wanted it to be safe, soft, and comfortable, low in height and with no hard wooden or metal parts. It also had to be hypoallergenic and made with non-toxic materials.

The result was Playand, multi-functional foam furniture comprising six stackable, modular pieces. With a little imagination, you can turn your bed into a sofa, castle, camping tent, or pirate ship! It was so well-received by children and parents that Nancy has just released a new Mini Magnetic Series. Take part in Nancy's ["What's My Price" Instagram giveaway](#) and stand to win a set!



Online shoppers can head over to www.playand.store and enjoy free home delivery. Alternatively, if you prefer to try before you buy, visit Nancy's mini-showroom-cum-storage unit at [StorHub Lifestyle](#) (by appointment only, and while you're there, check out [A Mighty Mum](#), a functional clothing line Nancy designed for nursing mums!) Perfect for collectors and mum-preneurs alike, this new service from StorHub is exclusively and conveniently available at its Toa Payoh facility, one of 13 StorHub facilities islandwide, including two new outlets at Serangoon and Jurong East.

(See also: [Spring-cleaning Tips: 5 Easy Ways to Declutter & Organise](#))

FOOD & DRINK

4. 2NUTGUYS



Meet 2NUTGUYS, Singapore's first and only lactation nuts and nut butters brand, created by men for mums. One of many home-based businesses that sprouted out of the pandemic, it is founded by two 'nutty' men, in case you hadn't guessed. Co-founder Lee Chee Leong recalls how utterly useless he felt when his wife struggled to breastfeed their newborn. He got together with like-minded buddy David Ho and they surveyed 30 mothers facing lactation issues.

The mums were tired of eating lactation cookies and gaining weight from their high fat and sugar content. 2NUTGUYS worked with them to co-create their products and perfect their recipes. In the process, 40 per cent of them saw an increase in their milk supply and the quality of milk. And all of them loved the taste. "Many dads ask if they can eat it too and would they lactate thereafter," laughs Chee Leong. "My response is always, if you ever lactate, 2NUTGUYS will hire you as the brand ambassador!"



Bestsellers include Mummy's Nutmond Butter, Mummy's Walnut, and Roasted Almond Milk from the signature [BoostMyMilk Series](#). The Preggy Series and LittleOne Series offer nutritious options for mums-to-be and weaning bubs respectively. All products are free of preservatives, MSG, and colouring. 2NUTGUYS will also be launching a new sugarless product suitable for all, including pregnant mums struggling with gestational diabetes.

:: Promo Code ::

5% discount for SingaporeMotherhood readers!

Enter promo code SGMOTHERHOOD to enjoy 5% off your purchases at www.2nutguys.sg.

5. Wunderfood



During Singapore's Circuit Breaker in April 2020, Ron Tay and Charmaine Choo realised how expensive daily food delivery could be. Especially for a three-generational family of 12! It wasn't too healthy either, in particular for their young children. This motivated them to create convenient yet nutritious meals and other food items for families to enjoy. Enter Wunderfood.

They began offering a variety of ready-to-eat meals that are Healthier Choice, low GI, Halal, and free of nasty additives. Nyonya Chicken Rendang with Turmeric Rice is a bestseller, while kids love Chicken Bolognese Wholemeal Spaghetti. The range now extends to fruit-based and milk-based shakes, healthy snacks, gelato, and more. From as low as \$1.60 per shake and \$4.90 per meal, it's affordable too.



Try them for yourself at www.wunderfood.co. Don't miss the new series of Wunderfood Premium Soup Stock in 500 ml packs, great for the family. The unsalted WunderBaby Premium Soup Stock comes in packs of five mini tubs. They use sustainably farmed grouper from Ace Fish Market which are free from antibiotics, hormones, and micro-plastics. Not into fish soup? The Premium Collagen Chicken Soup Stock makes a great hotpot base too!

(See also: [13 Healthy Meal Plan Subscriptions with Doorstep Delivery](#))

6. OUTSIDE



Did you know that oat milk has the same levels of calcium as dairy milk? And because it is made from oats, it contains beta glucans, which supports heart health, reduces cholesterol, and boosts immunity. But most plant-based milks are, well, *blah* tasting. During the pandemic, Singaporean Benedict Lim set out to develop a creamy and malty plant milk. To ensure quality amid sustainable practices, he maintains full control over the entire production process, from farm to carton, in Asia for Asia.

"Kids love the taste of OATSIDE, particularly the Chocolate and Chocolate Hazelnut oat milks. It's a pleasant surprise, given they only contain about 4.5 per cent total sugars, less than half the sugar content of typical dairy-based chocolate milks," reveals Benedict. "We wanted OATSIDE to be a milk we're happy to feed our families with, which is why we kept it clean label. This means no artificial flavours, gums, emulsifiers, preservatives, or colouring."

OAT SIDE outside
29.4K followers View profile



[View more on Instagram](#)

941 likes

Add a comment...

Visit www.outside.com to find out more about the three delicious and guilt-free variants — Barista Blend, Chocolate, and Chocolate Hazelnut. All are made with Australian oats, natural spring water, and Halal-certified. Of course, they are also ideal for lactose intolerant kids and adults. Get them at major supermarkets islandwide and online via [Redmart](#), [Shopee](#), and [PPP Coffee](#).

7. HAPPIEE!



Singapore-based brand Growthwell Foods has been pioneering plant-based food solutions for the Southeast Asian market since 1989. With the motto 'Eat Good, Feel Good', its newest range aims to spread positivity. And with a name like HAPPIEE!, how could it not? By making it easy for Singaporean families to embrace a plant-based diet, HAPPIEE! enables us to reduce our carbon footprint, conserve land and water, and help save the planet.

"HAPPIEE! introduces guilt-free snacks that are wholesome and easy to prepare. With no trans fat and added preservatives, they are a great choice for sneaking plant-based goodness into your children's diet. Aside from being a good accompaniment for movie marathons with the kids, the culinary possibilities are endless," says the Growthwell team.



Visit www.happiee.com to find out how you can create a multitude of HAPPIEE! dining moments. HAPPIEE! Plant-Based Chickiee Nuggets and Chickiee Popcorn are soy-based. HAPPIEE! Plant-Based Fishiee Sticks and Fishiee Patties are made with high-fibre, low-calorie konjac. Available at selected FairPrice and Cold Storage supermarkets islandwide and online at [Redmart](#) and [FairPrice Online](#).

:: Giveaway ::

2 lucky winners x \$50 worth of HAPPIEE! products

- Follow [@happiee.foods](#) and [@SingaporeMotherhood](#) on Instagram
- Share our article post on your IG story with the hashtag [#SMxHappiee](#) and tell us why you would like to win this giveaway
- Remember to tag 2 fellow parents + [@happiee.foods](#) + [@SingaporeMotherhood](#)

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USEFUL SERVICES

8. Agora Colearning



Imagine a safe haven for your children to go after school, attend various tuition and enrichment classes, and be supervised as they do homework, read, and relax. All under one roof, supported by a digital platform where parents can search, book, and pay. Agora Colearning is an exciting learning ecosystem set to transform the afterschool experience for students in Singapore. It is the brainchild of Tom Collin and Sheinal Bhuralal, both fathers of two young children.

“My children are in local primary schools, so I’ve been through it. Parents coordinating pick-ups and waiting between classes while taking work calls. Tired and stressed kids shuffling here and there, with yet more homework waiting at home,” says Tom, a Singaporean PR. Sheinal adds, “My wife and I know what it’s like to juggle education providers and communicate with teachers via email and WhatsApp. Tom and I created Agora Colearning to address the challenges and frustrations we experience as parents.”



Catering to kids from K1 to P6, Agora Colearning will open its doors on 28 May 2022 on Level 4 of Harbourfront Centre. Spanning 20,000 sq ft, it will feature classrooms, multi-function studios, a makerspace, and a terrace overlooking Sentosa. It offers hourly and subscription plans, plus access to popular tuition and enrichment providers. These include EduGrove Mandarin, Heuristics Hub, Li' but Mighty, Aikido Shinju-Kai, Craft Atelier, Create Lab, Vivo Kinetics, and more. Find out more at www.agora-colearning.space.

9. ITEZ.sg



From telco to Netflix to Spotify, we're all familiar with techy subscription plans. The latest subscription service you didn't know you needed is ITEZ (read: I-T-Easy). Founded in 2021, it's Singapore's new online tech gadget leasing platform. Simply sign up for a subscription plan and receive a laptop or tablet for your work and play needs. There's no deposit, interest, transaction, or delivery fees. Best of all, you'll enjoy savings of up to 40 per cent compared to purchasing a new device!

Many parents buy a tablet for their preschooler, then an entry-level laptop when they go to primary school. When they advance to secondary school, they may need another higher performance laptop. It can get expensive, especially with multiple children. ITEZ lets you pay a low monthly subscription and upgrade to a new gadget every 24 months. Plus with full warranty coverage for peace of mind, it's a must-have for every family.



ITEZ.SG

Lenovo Laptops

Your trusted companion

Lenovo IdeaPad 1i
64GB at
\$9.90/month

Lenovo IdeaPad 1
128GB at
\$12.90/month

ITEZ's laptop and tablet subscription plans start from as low as \$9.90 per month. Head to www.itez.sg to check them out. They also have software and accessories like webcams and keyboards, with smartphones in the pipeline. Oh, and did we mention? If your device needs repairs, you can request for a replacement, so there's minimal downtime too. We can't find a catch, can you?

(See also: [6 Tips to Keep Your Young Gamer Safe Online](#))

10. TheVirtualBabysitter



Singapore Selma Alkaff trained as an actor at The Royal Central School of Speech and Drama, London, graduating with a Bachelor of Arts degree in Acting. On the side, she worked with children in drama classes, children's parties, and babysitting. After Selma moved back to Singapore in May 2020, one of those parents asked if she could entertain their son remotely online. And TheVirtualBabysitter was born!

"I believe that in this day and age, you cannot avoid screens. I develop my programmes to ensure kids use screentime in the best way possible," explains Selma. "During TheVirtualBabysitter sessions, children are never passively watching the screen. I create a safe space for kids to stretch their imaginations and feel free to express themselves creatively. One child even told her mum she needs to 'work on the computer' (just like mummy) when it was time for her storytelling session with me!"




1-on-1 Storytelling Session

Indeed, the immersive 1-on-1 Storytelling Sessions is one of TheVirtualBabysitter's most popular services. Each 45-minute session comes with an activity pack. Parents can schedule them whenever convenient, such as during a #WFH meeting or just to have a break. Other services include Online Drama Classes, Online Public Speaking Sessions, and Online Parties. 1-on-1 coaching sessions for drama and public speaking are also available. Visit www.thevirtualbabysitter.online for the latest dates.

:: Giveaway ::

2 lucky winners x 1-on-1 Storytelling Session (3-6 years) worth \$45

- Follow [@thevirtualbabysitter](https://www.instagram.com/thevirtualbabysitter) and [@SingaporeMotherhood](https://www.instagram.com/SingaporeMotherhood) on Instagram
- Share our article post on your IG story with the hashtag #SMxTVB and tell us why you would like to win this giveaway
- Remember to tag 2 fellow parents + [@thevirtualbabysitter](https://www.instagram.com/thevirtualbabysitter) + [@SingaporeMotherhood](https://www.instagram.com/SingaporeMotherhood)

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Kudos to these 10 up-and-coming family-forward brands for creating innovative and useful products and services perfect for families in Singapore. Let's help to support them, and #SupportLocal at the same time.

Don't forget to take part in the giveaway you'd most like to win. Or take part in all of them if you wish. Do share this opportunity with fellow mummy friends too. Good luck!

Featured image: [Tim Mossholder](#) on [Unsplash](#)



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Mandy is an editor at SingaporeMotherhood. When she's not tapping out words on the keyboard, she enjoys being a tourist both locally and abroad. Her greatest loves in life — besides her hubby — are animals, binge-watching Netflix, and nursing an invigorating cup of tea.



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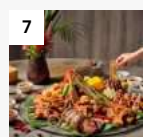
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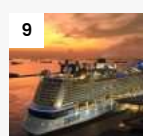
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