

A young Malagan entrepreneur is developing natural pyjamas which reduce the symptoms of baby colic

LOCATION: Málaga

DURATION: 1'55"

SUMMARY: Pyjamas fighting baby colic. That is the idea from a young Malagan entrepreneur after a difficult experience with his first son and trying different natural solutions, he has come up with Okene, a pyjama that uses a bag of lavender seeds or gel which produces heat in the abdomen of the baby, improving the intestinal passage.

VTR:

A pyjama to fight against baby colic. That's Alejandro's idea, this Malagan entrepreneur who experienced this problem first hand with his family, an alteration in the functioning of his child's intestine which is characterised by intense and prolonged crying with no apparent cause.

**Alejandro García
Okene Head**

"A non-invasive product which doesn't harm the babies, but naturally resolves a problem that nearly 40% of babies suffer from worldwide."

To fight this problem, Alejandro started to employ natural technicians, and that's how Okene started, a pair of pyjamas that works by administering heat to the babies' abdomen through a small sack of lavender seeds or a pre-heated gel, added to the pyjama's pouch, and then applied for 20 minutes.

**Alejandro García
Okene Head**

"Heat and aromatherapy makes the child feel better."

**Ana Felisa Pérez
Doctor and Naturopathy
Specialist**

"It alleviates the baby's pain because it produces a rise in the blood supply and at the same time stimulates the acupuncture points which according to traditional Chinese medicine regulates the intestinal flow of energy, facilitating the transit of nutrients."

The pyjama is made with natural materials such as organic cotton or bamboo fibre. Its use combines different positions and exercises for the wellbeing of the baby.

Parents

"It can help with colic which is so unpleasant for them, so it's great" "As a father we always want the best for our children and, at these stages, however more the natural the method is that's used, the better."

It's available in pharmacies and through the Revic Group, from Malaga, it's beginning to commercialise throughout Spain, and now they are working on making it available in other countries, such as France and the United States.

**Jorge Ros
Revic Group Head**

"To Brazil, the idea in the future is to extend it to China, and take it to all parts of the world where it can work."

Pyjamas that have approval from the European Association of Professional Osteopathy, and is looking to create sweet dreams for babies and their parents.