



Heartwarming and absolutely adorable

Passionate about warmth and cuddles, Habibi Plush conquered the hearts of young and old around the world with their microwavable bedtime warmers in the form of cute stuffed animals, heatable slippers and body warmers.

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Ten years ago Susanne Spachtholz sold traditional millet filled warming cushions from a stall on Munich's Christmas market. A little girl passed by and asked about stuffed animals. "That sparked the idea and we started creating classic teddy bears," the company founder recalls. When she travelled to Dubai, she picked up the Arabic word *habibi*, which means friend, and found the perfect name for the fluffy companions. Today Habibi Plush is an internationally renowned and growing family business, which relies on traditional values and high quality. Mass production is out of the question and every single product is certified and repeatedly tested in compliance with European standards, making

Habibi Plush safe to use for children under the age of 36 months.

Cute dogs, sweet mammoths and now even rainbow-coloured dragons with the most adorable faces add warmth to tiny bellies and help the little ones to find sweet dreams. "Just put them into the microwave for 90 seconds or heat them in the oven for ten minutes and a wonderful relaxing scent of lavender, jasmine, lemon grass and vanilla makes the Habibis ready to be cuddled, caressed and loved," Spachtholz explains. An original Habibi stays warm for up to one and a half hours and then comfortably remains at body temperature.

The Habibi Plush product family conquered the hearts of many over the years and Spachtholz fondly talks about incoming fan mail. "We often receive photos from children in hospitals with a Habibi on their side, saying how much comfort they find in the presence of their warm little friends. On another occasion we received a letter from a woman who gave a Habibi cat to her mother who suffers from dementia. The cat appears to have a very calming effect on the old lady, who keeps it on her lap stroking the warm animal for hours." In fact the Habibi product family is by far not limited to children's rooms. Comfortable slippers are perfect to keep the feet warm on a cold winter day and body warmers for neck, back and other areas are ideal to help relieving pain from sore joints and muscles.

www.habibi-plush.de