



# When snuggling warmth becomes passion

**Munich-based Habibi Plush has conquered hearts around the world with their microwavable bedtime warmers. Whether it is cute stuffed animals, heatable slippers or great body warmers, young and old alike will love their new cosy companion.**

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12 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. On a vacation to Dubai, Spachtholz picked up the Arabic word *habibi*, which means 'friend' and thus 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. 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.

Rainbow-coloured unicorns, cute bats with snug wings or sweet deers 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, lemongrass and vanilla makes the Habibis ready to be cuddled, caressed and loved," Spachtholz explains. The 100 per cent natural millet or aroma fillings cater for a healthy and relaxing sleep and an original Habibi stays warm for up to one and a half hours. After that, it comfortably remains at body temperature. Furthermore, the Habibis can be used as cooling pads, they are washable and their grain pillows are easily removable.

However, not only the small ones enjoy their Habibis. The WELLNESS collection offers body warmers for neck, back and much more to help relieve pain from sore joints and muscles. Cosy slippers and comfortable booties for cold winter days round off Habibi Plush's portfolio.

No wonder the Habibi Plush product family conquered the hearts of many over the years. "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, a client told us that she and her children had to leave their house as quickly as possible during the floods in Simbach. She told her children to take the most important things - both children only packed their Habibis," smiles Spachtholz.

[www.habibi-plush.de](http://www.habibi-plush.de)

