

New cup holder restores independence by the mouthful

Thursday 24th May – Brisbane manufacturer Flavour Creations has created an innovative cup holder accessory for its award-winning Dysphagia Cup that allows people with dysphagia to enjoy their favourite drink without assistance.

Specifically designed to fit the Dysphagia Cup, the double-handled holder keeps the Dysphagia Cup stable and secure and is easy to hold with large easy-grip handles allowing for complete autonomy for all users from children to older adults.

In addition to restoring dignity for people with dysphagia, the cup holder's large easy-grip handles can make grasping and holding much easier for people with arthritis while people with hand or finger injuries can simply hook the cup over their hand or wrist.

The innovative holder and Dysphagia Cup that allows people with dysphagia to drink without needing to tilt their head back addresses the feeding and swallowing issues Flavour Creations clients face every day.

Established over 20 years ago by 2017 *Telstra Queensland Business Woman of the Year* Bernadette Eriksen, Flavour Creations researches and develops dysphagia and nutrition products that taste good and cater to nutrition, viscosity and texture, and accessibility needs of their customers.

"Our products and services are designed to empower all stakeholders with high-quality, great-tasting products that are easy-to-use, easy-to-serve and easy-to-consume," Ms Eriksen said.

"What I am most proud about with our new holder is the better engagement it encourages between the carer assisting with feeding and the independence it restores."

Dysphagia (dis-fay-jah) is the medical term used to describe difficulty or discomfort in swallowing. If not identified or managed properly, the condition can lead to dehydration and malnutrition, choking and even death.

Flavour Creations customer Morgan Capper has praised the cup holder which her son Aston who has cerebral palsy uses on a daily basis.

"Aston's limited range of motion and underdeveloped fine motor skills prevented him from feeding himself," Ms Capper said. "Now with the holder, he can easily grip the handles, lift the cup and bring it to his mouth without tilting his head."

"It's given me a little independence back too as I no longer have to monitor him drinking," Ms Capper said.

The Dysphagia Cup Holder is reusable, dishwasher safe and Australian made. It is available from Flavour Creations from 24th May, retailing at \$4.00 per carton of 2 and \$18.00 per carton of 12.

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Dysphagia Fast Facts

- Humans swallow at least 900 times a day, around three times an hour during sleep, once per minute while awake and even more during meals.
- Swallowing uses 26 muscles
- Around one million Australians have a swallowing difficulty. Swallowing problems can occur at any stage of life. However, the knowledge of dysphagia and its implications remain largely unknown for most Australians.

About Flavour Creations

Flavour Creations is a Brisbane-based specialist food and drink manufacturer that researches and develops innovative dysphagia and nutrition products to support a healthy lifestyle and improve the lives of people living with dysphagia. Flavour Creations products are sold throughout Australia and New Zealand and exported to Europe and Asia. For more visit www.flavourcreations.com.au

For further information, contact:

Flavour Creations Annie Buick

abuick@flavourcreations.com.au

0474 444 088