



WHAT'S SmartAngel

SmartAngel (Nishimatsuya private label) brings you baby and kids nursery goods, with emphasis on safety features and functionality at wallet-friendly price range.



DIAPERS



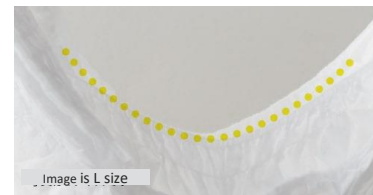
MATERIALS

Non-woven polyolefin rayon, Polyolefin, Cotton pulp, Absorbent paper, Polymer absorbent, Polyurethane, Styrene-based elastomer resin, Polyethylene



Soft and breathable materials for baby's skin

Soft and breathable materials are used to allow air to pass through easily.



Fit snugly around baby's thighs

Gathers fit snugly around baby's thighs to prevent leakage.



Gathers to Prevent Leakage

Stretchy gather moves with baby for a customized fit and helps prevent leakage.



Wetness indicator notifies you the timing to change

The color of the line changes to indicate when it is time for changing diapers.

Retail price in Japan

¥ 699 (¥ 768 incl. tax)

Made in China

◆ For orders by container, we can ship directly from the manufacturing factory in China.

*Prices are those at Nishimatsuya stores in Japan as of March 2025.

Hand & Face Wipes

Total Number of Sales

9 million

*As of November 2024



FEATURES

- No fragrance, no alcohol, no parabens, no PG.
- 99% of the ingredients are made of pure water.
- Can be used on hands and body!

Retail price in Japan

¥649 (¥713 incl. tax)

FEATURES

● Alcohol-free

Alcohol-free and safe sensitive baby skin

● Contains moisturizing agents

It contains hyaluronic acid, which is commonly used in cosmetics, and perilla leaf extract, which has moisturizing properties.

● Safe to use

No parabens or propylene glycol are used.

● Gentle to the skin

We have optimized the ratio of ingredients to gently protect sensitive baby skin.

Baby Diaper Wipe

Made in Japan

Retail price in Japan

¥599 (¥658 incl. tax)



Milk Preparation Goods

●Wide-Neck Baby Bottle 250mL 2P



MATERIALS

- Cap and hood: Polypropylene
- Nipple: Synthetic rubber (silicone rubber)
- Bottle: Polypropylene

FEATURES

- Age range: newborn (0 months) ~
- Sucking port shape: round hole
- Maximum scale capacity: 250ml
- Disinfection methods: microwave, chemical, boiling
- Household-friendly, value-for-money set.
- Sterilization method: Microwave, chemical solution, sterilizable by boiling or boiling.
- Made in Thailand

Retail price in Japan

¥739 (¥812 incl. tax)

●Baby Bottle Wash



FEATURES

- No fragrance, colorings, petroleum-based surfactant
- 100% plant-based ingredients used
- Suitable for vegetable washing
- Milk stains and grease can be cleaned.
- Suitable for washing pacifiers and plastic toys

Retail price in Japan
(Body)

¥379 (¥416 incl. tax)

(Refill)

¥219 (¥240 incl. tax)

Made in
Japan

●Compact Baby Bottle Carrier



FEATURES

Compact and portable for carrying baby bottles!

- Heat resistant temperature
- Transparent lid: 80°C
- Body, handle, slats, Small dish: 120°C
- Made in China

Retail price in Japan

¥799 (¥878 incl. tax)

●Sponge baby Bottle Brush (with nipple brush)



FEATURES

- Sponge brush for plastic baby bottles
- Curved design and rotating handle for easier cleaning
- Made in China

Retail price in Japan

¥299 (¥328 incl. tax)

●Baby Bottle Drying Rack



FEATURES

- Easy to dry the inside of baby bottles and food storage bags.
- Product surface is antimicrobial.
- 4 detachable poles with adjustable angle

Retail price in Japan

¥559 (¥614 incl. tax)

Made in
Japan

Tableware



●Baby Weaning Tableware Set 7P



MATERIALS

- Polypropylene (with antimicrobial agent)
- *Type of antimicrobial agent: silver or other inorganic antimicrobial agent

FEATURES

- Dishes and feedings with antibacterial specifications 7-piece set with spoon deals
- Boiling disinfection, chemical disinfection, and microwave sterilization are possible
- Microwave and dishwasher-safe

Retail price in Japan

¥599 (¥658 incl. tax)

●Disposable Baby bibs (3 layer) 10P

- Age : Around 6 months~
- Disposable for clean use
- Three-layer structure prevents wetting
- Pocket to catch food spills
- Adjustable neck size
- With anti-slip sticker on the tummy part
- Made in China

Retail price in Japan

¥199 (¥218 incl. tax)



●360 Degree Leak-proof Mug 200ml (Light blue)



- Target age: 6 months and up
- Capacity: 200 ml
- Spill-resistant even if it falls over
- Drink from anywhere 360°
- Made in China

Retail price in Japan

¥739 (¥812 incl. tax)

●2WAY Mug

Spout Mug: from around 5 months
Straw Mug: from around 7 months



Retail price in Japan

¥399 (¥438 incl. tax)

●Bacterial-Resistant Baby Food Freezer Tray



Soup



Porridge



Mashed Vegetable



White Meat Fish



FEATURES

- 25ml x 8 blocks
- Disinfection methods: boiling, chemical, electronic Range
- Easy to slough off
- Made in China

Retail price in Japan

¥259 (¥284 incl. tax)

Oral Care

● Antibacterial Training Toothbrush (Step 4) 2P



UP↑



Retail price in Japan

¥469 (¥515 incl. tax)



MATERIALS

- Handle body: Polypropylene
- Handle rubber part: Thermoplastic elastomer
- Bristles: Thermoplastic elastomer (*Nylon for step 3 only)
- Plate body: Thermoplastic elastomer

FEATURES

- Three-step training toothbrush set according to age
 - Step 1: Grip and hold the toothbrush
 - Step 2: Move the toothbrush and brush
 - Step 3: Clean and brush back teeth
- Grip fits baby's hand!
- Ag+ antibacterial specification (*Except for Step 3 bristles)
- Comes with anti-throat plate
- Dishwasher and dryer safe
- Boiling, chemical solution, and microwave disinfection not allowed for Step 3 only
- Made in China

● Toothbrush with 360-degree bristles 3P

Made in Japan



UP↑



- The 360-degree bristles are painless and non-aggressive
- Many bristles scrape away plaque
- Thin bristles gently contact gums
- Curved brush fits even in hard-to-brush areas
- No metal used, can be disinfected with chemicals

Retail price in Japan

¥799 (¥878 incl. tax)

● Dental Floss

- Appropriate age range:
 - (Yellow) From around 6 months when front teeth begin to erupt
 - (Green) From around 3 years old when back teeth are fully erupted
- Thermal temperature: approx. 80°C
- Tangles plaque that cannot be removed with a toothbrush
- Made in China

Retail price in Japan

¥169 (¥185 incl. tax)



Made in Japan

● Baby Oral Cleaning Sheets 50P

- Wrap it around your finger for easy and shiny baby tooth care
- Bumpy cotton sheet for easy wiping
- Non-alcoholic Fragrance-free, colorant-free, preservative-free
- Sterilized individual packaging for each packet

Retail price in Japan

¥479 (¥526 incl. tax)



Bath – Related Goods

●Body Shampoo



Retail price in Japan (Body)
¥ 639 (¥702 incl. tax)

Refill (450ml × 2P)



Retail price in Japan (Refill)
¥ 619 (¥680 incl. tax)

●Inflatable Baby Bath Chair

- Age : 7 months old ~ 2 years old
- For bath time and sitting practice
- Built-in air pump allows for inflation without the use of an air pump.
- A larger pillow gently holds baby.
- With hook holes on the back for hanging to dry
- Made in China



Retail price in Japan
¥ 1,799 (¥1,978 incl. tax)

●Shampoo Hat

- Age: 2-6 years old
- Approximate head circumference: 44~52cm
- Shampoo hat made of soft material.
- Adjustable in 5 levels.
- Made in China



Retail price in Japan
¥ 399 (¥438 incl. tax)

MATERIALS

Water, Glycerin, Sodium Lauroyl Methylaminopropionate, Cocamidopropyl Betaine, Trimethylglycine, Artemisia leaf extract, Peach leaf extract, Citric acid, BG, Sodium benzoate, EDTA-4Na, Methylparaben, Propylparaben

FEATURES

- Baby foaming soap
- Mild and fine lather with weak acidity
- Moist feeling after washing
- Prevent heat rash by washing with this product
- Plant-based and amino acid-based cleaning ingredients
- No fragrance or coloring added
- Quasi-drug

Made in Japan

●Horse Oil Cream

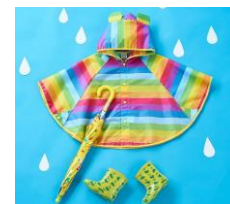
- Net Weight : 27g
- 100% natural ingredients (more than 95% moisturizing horse oil)
- No fragrance, No colorings, No paraben
- Horse oil is similar to human sebum and penetrates well into the skin.
- Apply a thin layer after bathing to keep delicate skin moist

Made in Japan



Retail price in Japan
¥ 899 (¥988 incl. tax)

Rain Goods



*The products shown here are examples.

FEATURES

● Rain Coat

POINT 1



Hood with transparent brim
for good visibility

POINT 3

Can be worn over
backpacks and school bags



POINT 2



Printed patterns reflect car
lights.

● Umbrella



- Lightweight and sturdy glass fiber bone
- Transparent windows for easy forward visibility
- Name can be written on the strap.

- With name label
- Tab that reflects lights of car

● Rain Boots





MATERIALS

Handle grip : Non-phthalate PVC
 Handlebars : Steel
 Frame : Steel
 Tire : EVA foam
 Wheel : PP
 Saddle Seat : PU

Age : 3 years old and up

Retail price in Japan

¥ 5,599 (¥ 6,158 incl. tax)

Made in China

FEATURES

Simple and functional frame design
 1/2 to 1/3 the price of famous brands

- 01  Puncture-proof tire
- 02  Height adjustable seat
- 03  Lightweight and easy to handle
- 04  Handlebars with moderate resistance
- 05  Easy-to-operate brake
- 06  Back wheel to prevent clothes from getting caught in it

Baby Buggy

● Baby Buggy Fan Neo D



FEATURES

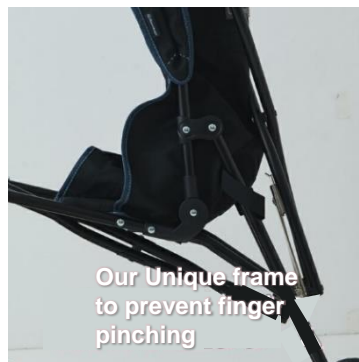
Large hood to
block sunlight



Our Unique frame
to prevent finger
pinching



Our Unique frame
to prevent finger
pinching



Larger tires allow the
stroller to be pushed safely



MATERIALS

Frame : Iron

Resin : PP, POM PA

Seat : Pes

Handlebar : PU

Wheel : EVA

Age : 7 months~24 months

Suitable weight : 12kg or less

Size (unfold) : W41 × D72 × H93cm

Size (fold) : W22 × D29 × H106cm

Retail price in Japan

¥3,999 (¥4,398 incl. tax)

Made in China

Accessories (Sold separately)

● Front Guard



Retail price in Japan

¥818 (¥899 incl. tax)

● Detachable Basket



Retail price in Japan

¥799 (¥878 incl. tax)

● Rain Cover



Retail price in Japan

¥899 (¥988 incl. tax)

Toys

●Drawing Pad de Smile COLOR

Retail price in Japan

¥ 999 (¥1,098 incl. tax)



●Baby Crinkle Book (Alphabet)

Retail price in Japan

¥ 449 (¥493 incl. tax)



●Storage Stool

Retail price in Japan

¥ 1,899 (¥2,088 incl. tax)



●Pretend Toy (Kitchen Set)

¥ 1,499 (¥1,648 incl. tax)



●Wooden Building Blocks 50P

Retail price in Japan

¥ 1,499 (¥1,648 incl. tax)



●Baby Rattle Ball (Ladybug)

Retail price in Japan

¥ 499 (¥493 incl. tax)