



WHAT'S SMART ANGEL

スマートエンジェルとは

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



BABY DIAPERS PANTS

—
ベビーパンツ



Retail price in Japan

¥699 (¥768 tax included)

made in China

MATERIALS

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

FEATURES



Soft and breathable materials for baby's skin

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



Gathers to Prevent Leakage

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



Fit snugly around baby's thighs

Gathers fit snugly around baby's thighs to 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.

- ◆ For orders by container, we can ship directly from our factory in China.
 - ◆ Tape-type disposable diapers (newborn size, size S) are available upon request.
- *MOQ : 40ftHQ Container

BABY DIAPER WIPES

おしりふき 80枚入×12個パック



Total Number of Sales

4 million

*As of October 2023



- No alcohol, No fragrance, No paraben, No PG
- 99% water
- Can be used on hands and body

MATERIALS

Size : Approx. 140 x 160 mm

Ingredients : Water, Butylene glycol, Benzalkonium chloride, Iodopropynyl butylcarbamate, Hydroxypropyltrimonium hyaluronate, Perilla leaf extract

Material : Non-woven polyester rayon

Retail price in Japan

¥699 (¥768 tax included)

Made in Japan

FEATURES

● Alcohol-free

Alcohol-free and safe sensitive baby skin

● Safe to use

No parabens or propylene glycol are used.

● Contains moisturizing agents

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

● Gentle to the skin

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

MILK PREPARATION GOODS

調乳用品

●Baby Bottle



Glass baby bottles and replacement nipples are also available.



Retail price in Japan
¥739 (¥812 tax included)

MATERIALS

Cap / Hood : Polypropylene

Nipple : Silicone rubber

Bottle : Polypropylene

FEATURES

- Age : Newborn～
- Round hole nipple
- Volume : 250ml
- Safe microwave, boiling and chemical sterilization
- Wallet friendly 3 bottle set
- Comes with round hole nipple for newborns
- Made in Thailand

OTHERS

●Baby Bottle Wash

- 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

Bottle (800ml)

Refill (750ml)



Made in Japan

Retail price in Japan
(Body)

¥379 (¥416 tax included)

(Refill)

¥219 (¥240 tax included)

●Sponge baby Bottle Brush (with nipple brush)

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



Retail price in Japan

¥279 (¥306 tax included)

●Baby Bottle Drying Rack

- 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 tax included)

Made in Japan



*Prices are those at Nishimatsuya stores in Japan as of April 2024.

TABLEWARE

お食事用品

●Baby Food Cooking Set



FEATURES

- 7-piece set allows for a variety of cooking
- Stackable for compact storage
- BPA : 0%
- Made in China



Squeezer



Grater



Paste



Mash



Feeding

Retail price in Japan
¥799 (¥878 tax included)

OTHERS

●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 tax included)



●Spill-proof Baby Mug

- Age : 6 months~
- Volume : 200ml
- 360-degree spill-proof drinking edge
- Can drink from anywhere around the rim
- Made in China

Retail price in Japan
¥739 (¥812 tax included)



●Baby Food Feeder

- Put food or fruit in the pacifier
- Age : Around 5 months~
- safe way to introduce baby to solid food while they go through weaning phase
- Safe for boiling, microwave and chemical sterilization (except coil springs)
- Made in China

Retail price in Japan
¥459 (¥504 tax included)



ORAL CARE

オーラルケア用品

●360° Bristles Toothbrush



Retail price in Japan
¥269 (¥295 tax included)



Retail price in Japan
¥779 (¥856 tax included)



UP↑

Made in Japan

MATERIALS

Handle : PP
 Bristle : Nylon

FEATURES

- Soft 360-degree bristles for short brushing time
- Many bristles scrape away plaque.
- Fine bristles gently touch gums
- Curve of the brush fits even in hard-to-brush areas.
- Safe for chemical sterilization

OTHERS

● Training Toothbrush Set

- Can be used in 3 steps according to age
 Step 1 : 6 months~
 Step 2 : 8 months~
 Step 3 : 12 months~
- Antibacterial specification
 (*except Step 3 Bristle)
- Comes with anti-choke guard
- Heat resistance temperature : 120°C
 (*Step 3 Bristle : 80°C)
- Made in China



Retail price in Japan
¥469 (¥515 tax included)

● Training Dental Floss

- Age
 (Yellow) 6 month~
 (Green) 3 years old~
- Heat resistance temperature : 80°C
- Remove plaque that cannot be removed with a toothbrush
- Made in China



Retail price in Japan
¥169 (¥185 tax included)

● Baby Tooth and Gum Wipes 50P

- Wrap around finger to easily clean baby's teeth/ gums.
- The wipes are textured for better cleaning.
- No alcohol, No fragrance, No coloring, No antiseptic
- Individually packaged and sterilized
- Made in Japan

日本製



Retail price in Japan
¥479 (¥526 tax included)

BATH - RELATED GOODS

—
お風呂グッズ



Body

Retail price in Japan (Body)
¥639 (¥702 tax included)



Refill (450ml × 2P)

Retail price in Japan (Refill)
¥619 (¥680 tax included)



OTHERS

●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 tax included)



Retail price in Japan
¥359 (¥394 tax included)

●Shampoo Hat

- Age : 2 years old ~ 6 years old
- Heat resistance temperature : 70°C
- Made of soft material
- 5-step adjustable buttons
- Made in China

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

●Horse Oil Cream

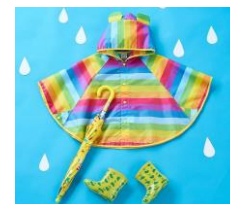
- Net Weight : 27g
- 100% natural ingredients (more than 95% moisturizing horse oil)
- No fragrance, No colorings, No paraben
- Horse oil is similar to human sebum and penetrates well into the skin.
- Apply a thin layer after bathing to keep delicate skin moist
- Made in Japan



Retail price in Japan
¥899 (¥988 tax included)

RAIN GOODS

レインコート / レインブーツ / 傘・折り畳み傘



*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.

● Rain Boots

- With name label
- Tab that reflects lights of car



足 け り バ イ ク ENJOY RIDE II



MATERIALS

Handle grip : Non-phthalate PVC

Handlebars : Steel

Frame : Steel

Tire : EVA foam

Wheel : PP

Saddle Seat : PU

Age : 3 years old and up

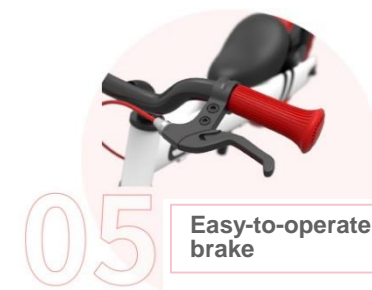
Retail price in Japan

¥5,599 (¥6,158 tax included)

Made in China

FEATURES

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



西松屋
Nishimatsuya

*Prices are those at Nishimatsuya stores in Japan as of April 2024.

BABY BUGGY

ベビーバギー バギーfanネオD



MATERIALS

Frame : Iron

Resin : PP, POM PA

Seat : Pes

Handlebar : PU

Wheel : EVA

Retail price in Japan

¥2,999 (¥3,298 tax included)

Made in China

Age : 7 months~24 months

Suitable weight : 12kg or less

Size (unfold) : W41 × D72 × H93cm

Size (fold) : W22 × D29 × H106cm

FEATURES

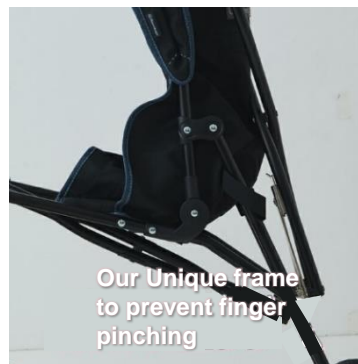
Large hood to
block sunlight



Our Unique frame
to prevent finger
pinching



Our Unique frame
to prevent finger
pinching



Larger tires allow the
stroller to be pushed safely



Accessories (Sold separately)

●Front Guard



Retail price in Japan

¥818 (¥899 tax included)

●Detachable Basket



Retail price in Japan

¥709 (¥779 tax included)

●Rain Cover



Retail price in Japan

¥899 (¥988 tax included)

TOYS

おもちゃ



●Baby Crinkle Book (Alphabet)
Retail price in Japan
¥449 (¥493 tax included)



●Wooden Building Blocks 50P
Retail price in Japan
¥1,399 (¥1,538 tax included)



●Pretend Toy (Kitchen Set)
Retail price in Japan
¥1,499 (¥1,648 tax included)



●Drawing Pad de Smile COLOR
Retail price in Japan
¥999 (¥1,098 tax included)



●Storage Stool
Retail price in Japan
¥1,899 (¥2,088 tax included)



●Robot Transforming Carrier Truck
Retail price in Japan
¥1,699 (¥1,868 tax included)