9 Innovative Baby Products Earn the Parent Tested Parent Approved Seal After In-Home Testing

Philips Avent, Dr. Brown's, Baby Brezza, BIBS and Dr. Talbot's products were each tested at home by 20 families for four to six weeks.



Parent Tested Parent Approved Certification 2026

TORONTO, ONTARIO, CANADA, October 9, 2026 /EINPresswire.com/ -- Parent Tested Parent Approved (PTPA), the consumer product certification program that has tested more than 3,000 products with over 250,000 testing families since 2007, today announced nine baby products available at Walmart that have earned its seal. The certified products come from Philips Avent, Dr. Brown's, Baby Brezza, BIBS and Dr. Talbot's by Nuby.

Each product was tested by 20 separate households, not a single editor or judging panel. Families are matched to each product's intended user based on the age and gender of the children in the home, household income, geography and stated interests, and are drawn from a community of verified families across North America. Each family used the product in their own home for four to six weeks, long enough to see whether it still earns its place after the novelty wears off.

> "It changed my and my baby's life."
>
> *Parent tester, Philips Avent Anti-Colic Bottle*

Testers scored whether the product does what it claims, its quality, its value, whether they would recommend it and whether they would keep using it, and added written feedback. Certification is decided by the combination of scores and overall sentiment, and products can fail. Any safety concern raised by a single testing family ends

certification. Before testing begins, every product is screened for active recalls, open regulatory issues and safety concerns in existing customer reviews.

Certification cannot be purchased. Brands pay for the testing process, not the result, and a product that does not meet the standard does not receive the seal.

The newly certified products are:

Philips Avent Anti-Colic Bottle with AirFree Vent
Philips Avent Natural Response Baby Bottle
Dr. Brown's Insta-Feed Baby Bottle Warmer and Sterilizer
Dr. Brown's Milestones Narrow Sippy Spout Bottle with 100% Silicone Handles
Dr. Brown's Electrolyte Solution, Watermelon
Baby Brezza Formula Pro Advanced
BIBS Colour 2 Pack Pacifier with Natural Rubber Latex Nipple
Dr. Talbot's Soothing Gel and Gum-eez Teether
Dr. Talbot's Diaper Rash Ointment Max Strength

One parent who tested the Philips Avent Anti-Colic Bottle with AirFree Vent put it simply: "It changed my and my baby's life."

"Every product on this list spent weeks in real homes, through night feeds, teething and the moments when parents have zero patience left for something that doesn't work," said Sharon Vinderine, Founder and CEO of Parent Tested Parent Approved. "There are a lot of seals on baby products today, and parents have learned to tune most of them out. Ours means 20 families lived with the product and stood behind it."

PTPA is a consumer-tested certification. It measures whether the families who use a product endorse it, and it works alongside the compliance and safety certifications products are required to hold. PTPA explains how these certifications fit together at https://www.ptpaawards.com/baby-product-certifications/ and publishes its full testing methodology at https://www.ptpaawards.com/how-we-test/.
All nine products are available at Walmart.

About Parent Tested Parent Approved

Parent Tested Parent Approved (PTPA) is a North American consumer product certification program founded in 2007. Real families test baby, household, family, food and pet products in their own homes, and only products they endorse earn the PTPA seal. PTPA has tested more than 3,000 products with a community of more than 250,000 verified families.

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