



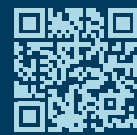
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# LUXURY, BESPOKE BEARS, BEAUTIFULLY PRESENTED AND LOVINGLY CRAFTED

Born from love, loss and legacy, Blue Bear & Co. has created a collection of bears which have purpose and meaning. Our flagship Brown Bear, is a truly unique memory bear, it holds space for connection, healing, and remembrance. Whether given in grief, gifted with love, or simply given as a lasting keepsake. Each bear is individual, made with love and made to last.

We have two additional bears, each in our trademark blues.  
We are also excited to announce that our Pink Bear will be arriving very soon!

## OUR VALUES

### Compassion

We try to approach everything we do with care, compassion and kindness, from the way we craft our bears to the way we connect with others. We're growing a community that values thoughtfulness, meaningful connection and heartfelt gifts.

### Inclusivity

Our bears are made for everyone, at any stage or any age. Whether given for loss, celebration, comfort, or connection, they are timeless companions and symbols of hope, courage and love.

### Purpose Beyond Product

With every Light Blue Bear purchased a donation is given to a charity very close to our hearts Thumbs up for Charlie, supporting the families of children and young people fighting the devastating effects of childhood brain tumours.

### Attention is in the Detail

Each bear has our branded ear tag and pin. Our Light Blue Bears ear pin is branded with has the Thumbs up for Charlie (TUFC) charity logo. Each bear is weighted with beans, proven to help reduce stress and anxiety. They are all packaged in our branded drawstring bags and branded statement tubes.

## OUR PROMISE

We are committed to making more sustainable choices. Our bears are crafted with love and care. Each one is made from quality materials and filled with recycled stuffing.

They are not made to be thrown away. Each bear has deeper meaning. They are timeless companions, designed to be cherished forever. Bears for Life.

## EXPLORE & SHOP

Discover the full collection at:  
[www.bluebearandco.co.uk](http://www.bluebearandco.co.uk)

Have questions? We're here to talk:  
[info@bluebearandco.co.uk](mailto:info@bluebearandco.co.uk)

# THE COLLECTION BEARS FOR EVERYONE. BEARS FOR LIFE.



### THE ORIGINAL BROWN BEAR RRP £79.99

Failing to find a truly meaningful and tangible keepsake, I created Brown Bear in memory of my son. This is super soft, timeless and full of heart. Designed to provide comfort, connection, and to be cherished forever. Includes a scentable plush heart, a multifunctional tech device which has heartbeat and can hold a personal voice recording.

"The bear that started it all."



### DARK BLUE BEAR RRP £39.99

This bear is the character in his very own book 'Finding You' being published September 2025.

This is a heartwarming, captivating and emotive story which follows Dark Blue Bear's journey, in the pursuit of finding his forever home.

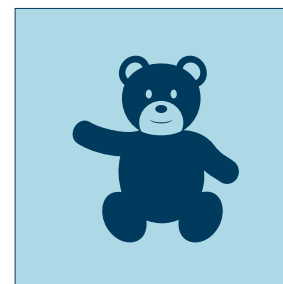
"More than a bear, a message of courage, strength and resilience."



### LIGHT BLUE BEAR RRP £39.99

Inspired by Charlie and his beloved Blue Bear. A percentage of all the profits goes directly to our charity Thumbs Up for Charlie, providing invaluable respite to families enduring the devastating impact of childhood brain tumours or bereaved as a consequence of this diagnosis. TUFC contributes towards much needed research in partnership with Alder Hey Children's Hospital.

"More than just a bear, it helps support families through their darkest moments and contributes towards vital research."



### PINK BEAR RRP £39.99

COMING SOON IN TIME FOR CHRISTMAS 2025

A symbol of new beginnings and pure love.

Our Pink Bear, inspired by our daughter.

"More than just a bear, it helps support families through their darkest moments and contributes towards vital research."

For more information on our latest releases, including books, gift cards and more please visit our website:  
[www.bluebearandco.co.uk](http://www.bluebearandco.co.uk)