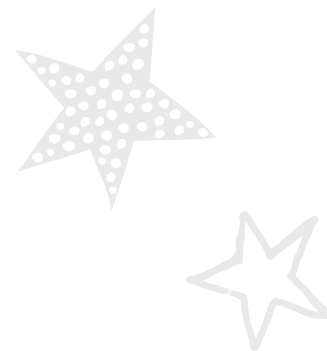




SAFER SLEEP GUIDELINES



Follow our safer sleep guide on where & how you should place your baby to sleep & share it so everyone in your baby's life knows how to create a safer sleep environment.

- 1 Always place your baby on their back to sleep.** Side & tummy positions are not safe.
- 2 Use a cot/crib that meets current safety standards.** The mattress should be firm & fit snugly in the cot/crib. Cover the mattress with a tight-fitting & breathable cot/crib sheet.
- 3 Do not use blankets for sleep time.** Use [Swaddle Up™](#) from birth & choose size according to baby's weight, not their age. Stop swaddling as soon as a baby shows signs of rolling or loses the startle reflex & transition to arms-free sleep using [Swaddle Up™ Transition Bag](#) or [Swaddle Up™ Transition Suit](#). Consult our dressing guide for suggestions on what to wear under our products, based on different temperatures in baby's room.
- 4 To help prevent your baby from overheating,** monitor the room temperature to ensure it is comfortable & the room is well ventilated. Regularly check your baby to ensure they are not too hot or too cold by touching their back or tummy.
- 5 Do not put anything in your baby's sleep space.** This includes pillows, blankets, comforters, bumper pads, stuffed animals, toys & other soft items.
- 6 Place your baby's separate, safer sleep space near your bed to help you protect them.** Bed sharing is not recommended.
- 7 You may choose to offer your baby a dummy/pacifier** if they haven't found their hands to soothe themselves.
- 8 Do not expose your baby to cigarette smoke.**
- 9 Keep head & face uncovered.**
- 10 Make sure there aren't any cords, window coverings, monitors or electrical items within 3 feet of cot.**

