



News Release

CONTACT: Kate Devlin
720-746-3842

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www.boppy.com

Swaddling Delivers Proven Results

GOLDEN, CO – Swaddling, an age-old method of calming infants by wrapping them tightly in a cloth or blanket, helps babies feel secure by recreating the snug feeling of the womb. Swaddling also offers numerous additional benefits, not the least of which is reducing the risk of SIDS (Sudden Infant Death Syndrome) by helping babies sleep on their backs. Back sleeping instead of stomach sleeping is a key recommendation from the medical field as a way to reduce the risk of SIDS.

Swaddling can help reduce excessive crying in very young babies, according to new research. Other benefits include a decrease in baby's startle reflex, the normal flailing of arms and legs that can upset babies and increase the frequency of waking and crying. Additionally, snug swaddle blankets prevent babies from scratching themselves and help babies sleep longer.

Elizabeth Pantley, author of *Gentle Baby Care* and *The No-Cry Sleep solution*, reminds parents that some babies need to adjust to swaddling if it's new to them, so give baby a few opportunities to get comfortable with it before abandoning the idea. Swaddling usually works well for babies from newborn to about three or four months of age.

In keeping with its legacy of providing comfort, support and style for moms and babies, The Boppy Company has launched a new line of swaddlers. The Boppy® Swaddle Happy™ Swaddlers provide the ultimate in swaddler comfort and fashion. Each swaddler features a set of self-fastening tabs that keep the swaddler securely in place and also allow the blanket to be easily adjusted for a custom fit as baby grows. The leg pocket folds down for easy diaper access while keeping baby's arms snugly swaddled. Smartly styled in boy and girl fashions with attention to trim and detail, The Boppy Swaddle Happy Swaddler will delight fashion-conscious parents and their little ones.

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The swaddler is available in four different color options: Pink Crayon Flower, Soft Blue Stripe, Solid Pink and Solid Blue. See all designs at www.boppy.com. All swaddlers are made with 100% cotton fabric for cozy comfort without overheating and feature satin trim and coordinating appliqué. All Swaddle Happy Swaddlers include swaddling instructions (MSRP: \$12.99).

“We have learned that babies who are securely swaddled sleep more soundly,” said Susan Brown, President, The Boppy Company. “A snug swaddle helps cut down on spontaneous awakenings, and that means more rest for both baby and mom!”

The entire line of Swaddle Happy Swaddlers are available at Target stores (www.target.com).

The Boppy Company, makers of the award-winning Boppy® Original feeding and infant support pillow, has been voted the number one baby product by *American Baby* magazine for four straight years. Created by mom inventor Susan Brown in 1990 the award-winning Boppy pillow has become a “must have” in today’s nurseries. The Boppy Company is dedicated to making life more comfortable for moms and babies. For more information, visit www.boppy.com.

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