

SIMPLESTBABY™

Sleeping Essentials

Everything you need to help improve your baby's sleep



Tips for a Good Night Sleep

SIMPLE STEPS TO HELP BABY SLEEP



A Bedtime Routine

Establish a set time for going to bed and a consistent bedtime routine.



Keep it Dark

Keeping it dark or using a dimmer during nighttime feedings and changes.



Swaddle

Swaddling can help soothe baby helping them fall asleep and stay asleep longer.



White-Noise

Rhythmic sounds are comforting to baby.



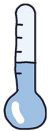
Limit Eye Contact

During night feeding and changes limit eye contact as it can be stimulus to baby.



Cut Caffeine

If breastfeeding, the caffeine you drink will affect your baby.



Room Temperature

Temperatures between 68°-72° are ideal for sleeping.



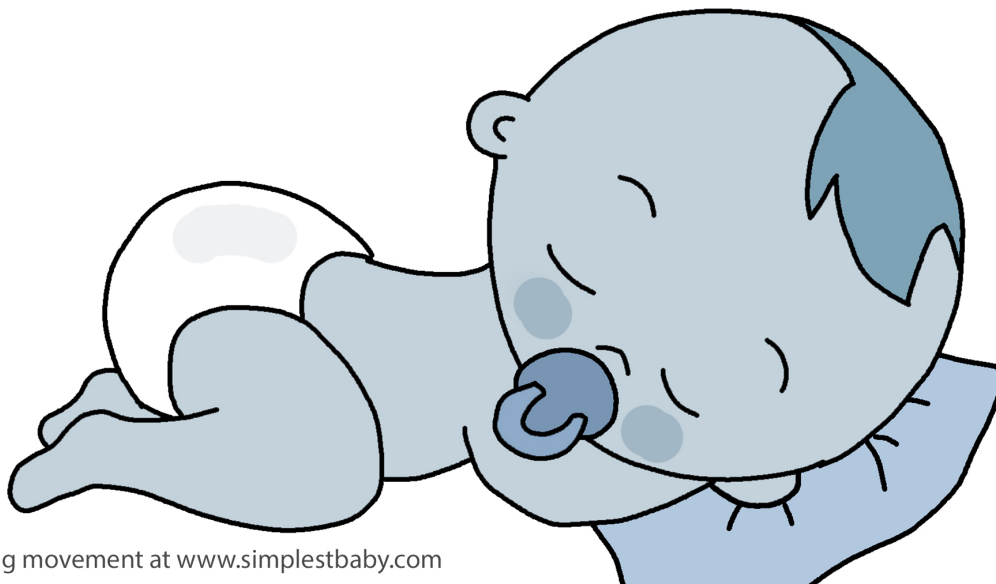
Baby Massage

Giving baby a 15-minute massage at bedtime helps baby sleep.



One Last Feeding

Offer one last feeding before bed will help baby sleep longer.



Tips to reduce the risk of SIDS



To prevent suffocation risk, **DON'T USE BUMPERS**, unless it is breathable mesh.

Make sure the crib **MATTRESS IS FIRM.**



Always put baby to sleep on their back, **NEVER ON THEIR STOMACH OR SIDE**



NO SMOKING around the baby.



Make sure your baby is **UP TO DATE WITH VACCINES.**



KEEP PLUSH TOYS AND BLANKETS OUT OF THE CRIB.

Make sure the sheet is tightly fitted to prevent risk of suffocation.



Prevent baby from overheating. Keep room temperature between **68°F.-72°F.**

SIMPLESTBABY™

Getting Baby To Sleep

One of the most sought after things for a new parent is getting baby to sleep through the night. Its important to understand that every baby is different and not one method works for all babies.

Here at Simplest Baby we believe a sleep scheduling approach is best and our team of experts have created the

SIMPLESTBABY PLAN

A cohesive, integrated schedule that brings together all the daily activities of a baby's life (both day and night) into a simple, trackable, and easy to follow system for raising a healthy, happy baby.

The Simplest Baby Plan not only progressively moves baby toward sleeping but looks at baby's entire life wholistically.



Why a schedule? Why day & night?

BECAUSE

“What happens during the day affects what happens during the night.”

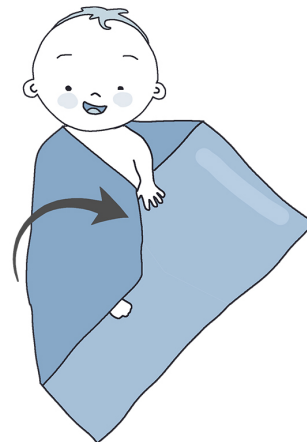
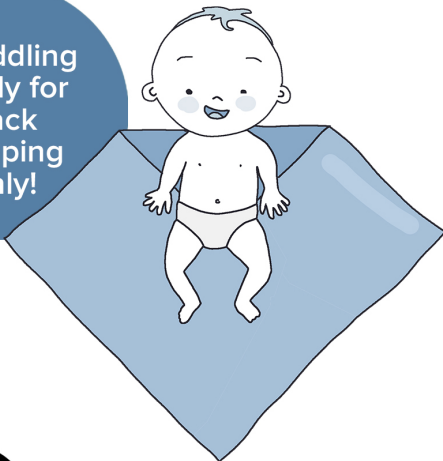
To learn all about the Simplest Baby Plan get
The Simplest Baby Book in the World

The Basics of Swaddling

Swaddling is the snug wrapping of an infant in a blanket that restricts movement of baby's arms and legs. It creates the familiar soothing feeling a baby experienced in the womb.

It can also help a baby fall asleep more quickly and stay asleep longer.

Swaddling is only for back sleeping only!

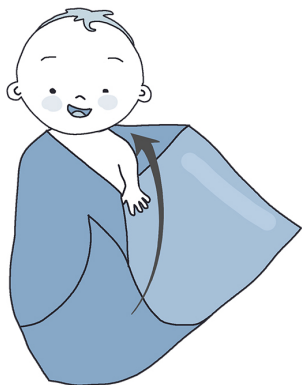


1

On a flat surface, arrange the blanket in a diamond shape, folding the top corner down slightly. Place baby face up on the blanket so that the shoulders are aligned with the straight top.

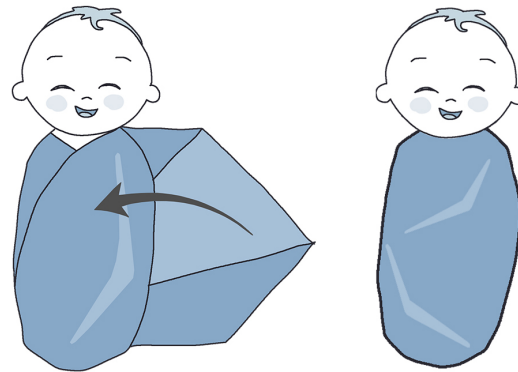
2

Bring baby's right arm down to his side and gently hold it there while you bring the same side of the blanket across the body, tucking it under the left side of baby's body.



3

Bring the bottom corner of the blanket up, covering the legs, and tuck it under the first fold, under baby's left shoulder. The legs should still be able to move.



4

Take the left arm and lay it straight to the baby's side. Bring the last corner snugly across the body, wrapping it behind baby's back and tucking the end inside the blanket in back.

WARNING: SWADDLE CAUTIONS

Once baby begins to roll over, you should **STOP** swaddling.

TOO LOOSE

Swaddles that are too loose could become unwrapped during sleep and cover your baby's face, creating the potential for suffocation and SIDS.

TOO TIGHT

Swaddles that are too snug around your baby's hips could damage them.

Swaddling Alternatives

The swaddling safety concerns and the needs of individual babies make some parents hesitant. Good news, swaddles have come a long way and there are several alternative and updates to the traditional swaddle.



Swaddle update

These new swaddle blankets come with sewn-in pockets for legs, flaps and velcro or snap closures.

So no more tucking, making swaddling much simpler.

Sleep Sacks

Similar to a sleeping bag, but with arm holes. They are slightly padded for weight to prevent baby from rolling over but allow a bit more freedom for arms and legs.

Sleep Suit

These outfits provide warmth and support like a swaddle but with the added freedom to move arms and legs. These suits are slightly padded for weight to prevent baby from rolling over.

SIMPLESTBABY™

Simplest Baby, is perhaps the clearest, most user-friendly, illustrated grab-and-do guide, making learning the baby basics easier.

WHAT WE DO: Curate—Vet—Distill—Organize

CURATE

We review all the current information on baby care and carefully select the key fundamentals and practical advice, tips and know-how that will help parents with their daily care of their little one.

VET

We work with the ones who know best, Doctors, Nurses, Nannies, Caregivers, and Parents to review the information, insuring that its sound, reliable and the best practices.

DISTILL

We then reduce that information to its essentials by discarding the unnecessary and overly wordy, so it's easier to understand and apply.

ORGANIZE

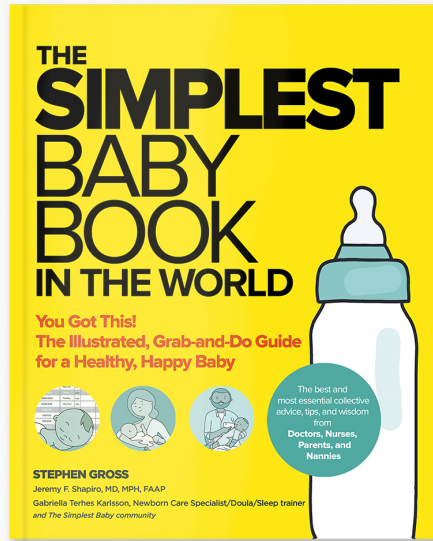
These essential nuggets of information are then designed so that the key points are expressed in a fresh, clear and entertaining way. This graphic approach makes the information simple to follow and grasp.

Discover more practical advice, tips and solutions at:

www.simplestbaby.com

The new must-have parent resource!

Honestly, having a baby can be complex and stressful. *The Simplest Baby Book* makes bringing up baby easier, reduces the stress, and helps you gain the confidence to raise a healthy, happy baby, so you can spend more time enjoying what is one of the most magical experiences of your life.



Order Today

<https://simplestbaby.com/book/>



HIGHLY ILLUSTRATED GUIDE

700+ instructive illustrations make learning faster and easier.



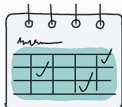
BABY BASICS MADE EASIER

All the first-year baby basics distilled to their essentials make finding solutions to common baby issues quick and simple.



INSTANT KNOW-HOW

Clear explanations and practical steps provide the fundamentals for all key baby-care practices.



THE MUST-HAVE LISTS

Every chapter starts with the essential list of products, providing a handy checklist for everything you will need for preparing the nursery, breastfeeding, bathing, sleeping, feeding, safety, traveling, and more.



BEST OF THE BEST FROM THE EXPERTS

Helpful advice and recommendations from doctors, nurses, and baby-care experts that help make life just a little easier.



DADDY HACKS

Dad's simple work-arounds and shortcuts for everyday baby issues.