

Leading Neonatal Pediatrician Praises New Ergobaby Swaddler



Hobart, TAS (07 August, 2013) – An increasing number of medical experts are warning parents with young infants about the potential risks of tight, restrictive swaddling and hip dysplasia.

Leading neonatal pediatrician Dr Howard Chilton, based at Prince of Wales Private Hospital and Royal Hospital for Women in Sydney, warns that “there seems to be an increase in the number of infants developing 'developmental dysplasia of the hip' in the latter half of their first year and later”, suggesting that this is happening from “tight sleeping bags where the baby's legs are extended out and wrapped firmly over these months.”

The practice of swaddling has been used for centuries in many different cultures as it recreates a womb-like environment and produces a calming and soothing effect. Dr Chilton reassures that “swaddling is OK so long as the hips are flexed; and babies prefer that flexed posture too - as it reminds them of their position in the womb.”

The soon-to-be-launched Ergobaby Swaddler ticks Dr Chilton's design criteria as a “healthy-hip swaddler”.

“At last, a swaddler appreciated by babies, parents AND pediatricians. The Ergobaby Swaddler holds the baby securely and comfortably in the ideal position for sleep and for hip development. I recommend it wholeheartedly. The arms are held snugly across the chest and the legs are encouraged into a flexed and abducted position, but are free to move. And most of the babies I have seen in the Ergobaby Swaddler are asleep. That says it all!” Dr Howard Chilton – www.babydoc.com.au

Already a market leader for its baby carriers which support baby in an ergonomic position, **Ergobaby** has applied this principle to its new Swaddler - the only swaddler to feature a patent-pending Healthy Hip Positioner, which helps keep baby's hips in the physician-recommended, ergonomically correct “frog-leg” position.

According to the International Hip Dysplasia Institute, “In order for swaddling to allow healthy hip development, the legs should be able to bend up and out at the hips. This position allows for natural development of the hip joints. The baby's legs should not be tightly wrapped straight down and pressed together. Swaddling infants with the hips and knees in an extended position may increase the risk of hip dysplasia and dislocation.”

“Ergobaby is thrilled to introduce the first swaddler to truly address proper hip positioning,” says Anita Lincolne-Lomax, Director of Babes in Arms, the exclusive Ergobaby distributor across Australia and New Zealand.

“There is certainly an increased parental awareness regarding the risks of tight swaddling and hip dysplasia. Ergobaby Swaddler pre-orders have exceeded our expectations by tenfold. We are working with Ergobaby's factory to desperately expedite swaddler production to meet demand!”



Natural



Pink



Blue



Swaddling Facts

1. *The practice of swaddling has been used for centuries in many different cultures due to its various benefits*
2. *Swaddling mimics the position of the baby in the womb and helps ease a baby's transition into the world*
3. *Swaddling prevents spontaneous movements that startle your baby awake; and promotes deep, restorative sleep for longer periods of time – beneficial not only for babies but also their care givers*
4. *Research demonstrates that when swaddled correctly, babies are safer since they are more likely to stay asleep on their backs and less likely to get caught in loose blankets.*

Available in two sizes as a Two Pack:

Small/Medium (2.5-5.4kgs / 6-12 lbs) (approx: 0-3 mths)
 Medium/Large (5.4-8kgs / 12-18 lbs) (approx: 3-6 mths)

Three colour options:

Blue/Natural
 Pink/Natural
 Natural/Natural