

## core product range

**NEW**

### MINI Sleepwrap



**SIZE:** Mini  
**Fits:** Pod, Moses basket, hammock, pram, bassinet, aircraft cradle.  
**For:** Newborn to approximately 6 months  
**RRP \$49.99**



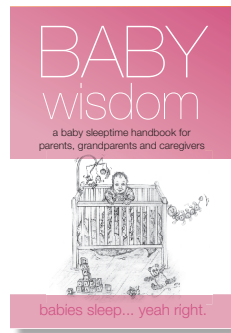
### MULTIWedge - newborn to 6 months

- to be used together with the Safe T Sleep Sleepwrap
- helps ensure nice head shape and normal brain development
- 100% all white cotton cover over triangle foam strip

### Baby Wisdom Book

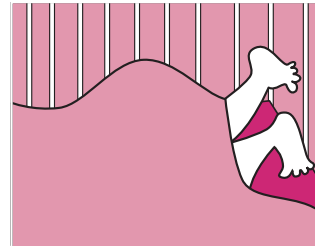
by Miriam van Gisbergen, Edited by Robyn Harawira.

- For new parents, grandparents and caregivers.
- Practical, basic parenting tips for more peace of mind.
- Widely consulted and delightfully illustrated.
- Common sense awareness for safer, cosier, more restful sleep for baby, toddler and YOU.

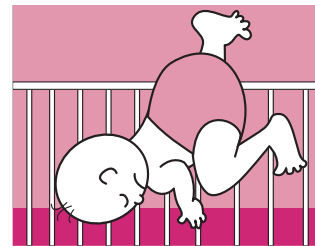


## medical facts

Globally, well over 80% of SUDI/SIDS/COTDEATH babies are found with face and head covered.



Helps prevent suffocation. Most young babies can only crawl either backwards or forwards during sleep. They can easily find themselves jammed at the top or bottom of the cot or bed, and are at risk of suffocation.

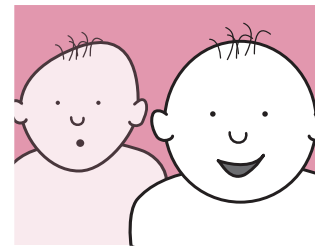


Helps prevent cot/crib accidents.

Approx 1 in 7 babies are hospitalised each year because of cot/crib accidents. International statistics indicate that around 70% of hospital fall admissions in the newborn to 4 year age group are due to falls from cots/cribs, and beds.



Helps prevent potentially dangerous creeping, rolling or jamming.



Helps prevent head deformities.

Hospital admissions for specific skull deformities in need of treatment, have increased by over 300% during the past 15 years. Up to 4% require surgery. Over 35% of babies heads do not return to normal shape.

## benefits



**100% SPECIFIC, SCIENTIFICALLY TESTED SAFETY WEAVE, CHEMICAL-FREE COTTON**

**WASHABLE**

**LIGHTWEIGHT**

**COMPACT**

**PRACTICAL**

**AFFORDABLE**

**INDEPENDENTLY HOSPITAL CLINICALLY PROVEN**

- **PEACE OF MIND FOR YOU**
- Helps maintain a safer, independent sleeping space for baby
- Helps keep face and head clear reducing the risk of suffocation
- More restful, longer, safer sleep
- Helps prevent flat heads, in combo with the Safe T Sleep MULTIWedge
- Safely positions babies with reflux, colic, colds, head bangers
- Helps prevent cot/crib/bed accidents: jamming in slats, climbing and falling
- Safer, cosier transitions to bigger and different beds
- Safer co-sleeping
- Great for visiting, air travel, camping and boating
- Safely lasts two babies aged 0-2 yrs plus

### New Zealand

Head Office

**Safe T Sleep NZ Ltd**

PO Box 135, Takanini, Auckland 2245  
 T: +64 (0)9 299 7589  
 E: office@safetsleep.com

### Australia

Lifestyle Parenting

PO Box 5551, Manly, Queensland, 4179  
 T: 1300 669 642 or +61 7 3393 6614  
 F: +61 7 3393 6674  
 www.lifestyleparenting.com



Find us Online! [www.safetsleep.com](http://www.safetsleep.com)

The Only Original



**Safe T Sleep**<sup>®</sup>  
 Sleepwrap<sup>®</sup> & MULTIWedge

For a safer, better sleeping baby and a nicely shaped head. More sleep and peace of mind for you.

NATURAL COMFORTABLE MOVEMENT



it's a 'wrap'!

ORIGINAL NEW ZEALAND DESIGN & INNOVATION

newborn—2 years plus

ENSURES SAFETY OVER ALL TYPES OF SWADDLING AND SLEEPINGBAGS.

Since its conception in 1976 and delivery onto the world market in 1992, hundreds of thousands of babies have slept safely with a Safe T Sleep Sleepwrap & MULTIWedge.

Patents & Patents Pending

[www.safetsleep.com](http://www.safetsleep.com)

available at quality baby stores

research-based information

PATENTS & PATENTS PENDING



infants



babies

NEW HOUDINI STRIP



toddlers

**for older babies**

For older babies out of the high 'cot-death' risk period, simply tuck the legpiece away and teach baby to turn within the wrap to allow desired sleep positions.



# Safe T Sleep® core product range



- Choose your Sleepwrap model according to the 'mattress' sizing required.
- The Sleepwrap is most suitable on a good quality mattress.
- The Large Travel and Small Classic Sleepwrap models both fit cot/crib plus extra bed sizes; see below for details:

## facts not fashion:

- Back sleeping baby is best but it is not enough! Tragedies are still happening each year.  
**FACT:** Since 1992 Safe T Sleep has had NO SUDI/SIDS/COT DEATHS or injuries!
- Hundreds of years of well-documented evidence show that most babies love to be swaddled they love the feeling of 'nesting' and boundaries just as when in the womb.  
**FACT:** Traditional and modern swaddles can and do come loose, ending up around baby's neck or over the face causing tragedy.
- Modern wraps, swaddles and sleeping bags are excellent but are not safety products.  
**FACT:** EVEN in these products babies can and do turn, roll, creep, jam limbs in cot/crib bars, end up with their head against a hard surface putting them at risk of Positional Asphyxia during sleep.  
**FACT:** During the standing and climbing stage babies can and do end up hospitalised from toppling and falling when in a sleeping bag without the Safe T Sleep Sleepwrap.

## easy to use!



step 1



step 2



step 3

NEW HOUDINI STRIP

Wrap the largest part of the Sleepwrap tightly around the mattress. Wrap the left side of the small babywrap part just snugly underneath the armpits.

Bring up the legpiece and bring over the right side of the babywrap to close. Allow one flat hand between the Sleepwrap and baby's chest.

When using the new Houdini Strip simply tuck the right babywrap part underneath the Houdini Strip for extra closure protection.

The Safe T Sleep Sleepwrap is an extremely comfortable child-protective swaddling band for your precious baby. Simply wrap around ANY type of traditional or modern swaddling, sleepingbag or sleepwear for extra safety, security, more restful sleep for baby and your own peace of mind... Choose safety.

### Warranty

STS guarantees this product against faulty workmanship for twelve months from the original date of purchase from an authorised retailer/etailer. No warranty is given for second hand or counterfeit products used in a commercial environment (e.g. for hire.) The warranty is not transferable. In the unlikely event that a fault is found during the warranty period, please contact your retailer/etailer where you purchased the product. When used properly your Safe T Sleep Sleepwrap will safely last 3-4 years of usage.

Happy Positive Parenting



### SIZE: Large Travel

**Fits:** Cot/crib, portable cot, camp-bed, caravan, boat, standard single, king single, double, queen, standard king.

**For:** Newborn - 2years plus.  
**RRP \$149.99**



### SIZE: Classic

**Fits:** Moses basket, bassinet, hammock, aircraft cradle, cradle, portable cot, cot/crib, camp bedding, boat squabs, standard single bed.

**For:** Newborn - 2years plus.  
**RRP \$119.99**



### SIZE: Cot/Crib

**Fits:** Standard and American mattresses 130cm L x 70cm W x 12-15 cm D.

**For:** Newborn - 2years plus.

**RRP \$79.99**



### safer, more restful sleep

A broken night's sleep could well become a thing of the past for both baby and you.

*"We enjoy the full 8 hours uninterrupted sleep, content in the knowledge our son is safe and warm."* Adrienne Smith

*"When my daughter is in her cot, I feel confident, knowing that she is safe."* Christine Frost - Registered Paediatric Nurse

### peace of mind

Since 1992 hundreds of thousands of babies (and their families) have enjoyed the benefits of a Safe T Sleep Sleepwrap with no reported fatalities, accidents or incidents.

*"My 5 mth old was rolling over in his sleep and planting his face into the mattress. My husband and I took turns to stay awake to roll him back over. Now we finally get a good night's sleep. Thank you!"* Christina Wood

### easier travelling: lightweight, compact & portable

Smart design means 'it can be used on or' as an alternative to the portable cot/crib and on any standard mattress in the world. SO compact it will fit into your handbag, briefcase or car glove box. And it's not only convenient to use, it's also incredibly easy, taking just a few minutes to fit.

*"Thanks Safe T Sleep for helping us have the sleep filled holiday we were dreaming of with our twins on our 3 week caravan holiday!"* Lauren Jacobson

we support

positive nurturing

parenting

www.safetsleep.com