

**PERFECT
HEAD**

BREASTFEEDING



Class 1
Medical Device



Who are we?

Koala Babycare was born in early 2017 by two young engineers passionate about Business and Innovation who created the Koala Perfect Head pillow range: **Koala Perfect Head, Koala Perfect Head Maxi and Koala Perfect Head Breastfeeding**. These ergonomic baby pillows help in the prevention of positional plagiocephaly, or, if already existing help treat it.

The pillows were designed based on a careful analysis of new parents' needs and on the products that were already available on the market, with the aim of creating a **helpful device that can help to prevent Positional Plagiocephaly from occurring or, treat it if already existing**.

The structure of the three versions of the **Koala Perfect Head** was designed to accommodate the baby's head in a delicate but effective way.

The unique design of the cushions was patented and the **CE marking** as a **Class I Medical Device** was obtained and the recognition as an **Ergonomic Product** by the German Institute of Health and Ergonomics (IGR), testifying to the value of its characteristics.

Even the construction materials were chosen with extreme care: both cushions are made with the highest quality BASF memory foam, while the cotton pillowcase is breathable, soft, and is **OEKO TEX** certified.

This manual contains small tips for a practical, correct, and safe use of the pillow and valuable tips for positioning your little one.

If you have any doubts, do not hesitate to contact us by email at:

info@koalababycare.com

We will be able to help you and advise you with the utmost kindness and availability!

Positional Plagiocephaly

Positional Plagiocephaly is a still little-known syndrome, although its incidence has greatly increased since, in 1992, the WHO's (World Health Organization) guidelines for safe sleep suggested letting babies sleep on their backs and without a pillow.

The skull bones are connected to each other in a very weak way in the first months of life, and for this reason, if prolonged pressure is applied to the same point of the skull, the bones can move. This phenomenon is called **positional Plagiocephaly (otherwise called flat head)**.

This situation can happen, for instance, if your baby sleeps in the same position every night, during naps and at other times of the day.

The supine position, which is the safest for the prevention of SIDS in the first year of life, if maintained for a prolonged time, can therefore lead to a flattening of the skull.

Doctors and pediatricians are the first point of reference for new parents, and it is, therefore, essential that they are well informed about Plagiocephaly and how to treat it in a non-invasive way. Furthermore, it is crucial that parents seek help in a timely manner.

To learn more about cranial deformations of newborn babies, we invite you to read this article by Dr. Maria Antonietta Bonanno: **Click here**

When can Positional Plagiocephaly occur?

- The causes can be **linked to birth**, such as a twin birth (when space for the fetuses is limited) or a large baby who moves little inside the belly.
- It can also occur **after birth** following the occurrence of different behaviors, such as excessive maintenance of the newborn baby for too many hours in the same position, or when the child prefers to keep his head always turned in one direction thus developing a positional torticollis.

If you notice even a slight deformation in your baby's head, speak to your pediatrician immediately.

To learn more about the factors that determine positional Plagiocephaly, watch the video by Dr. Maria Antonietta Bonanno: **Click here**

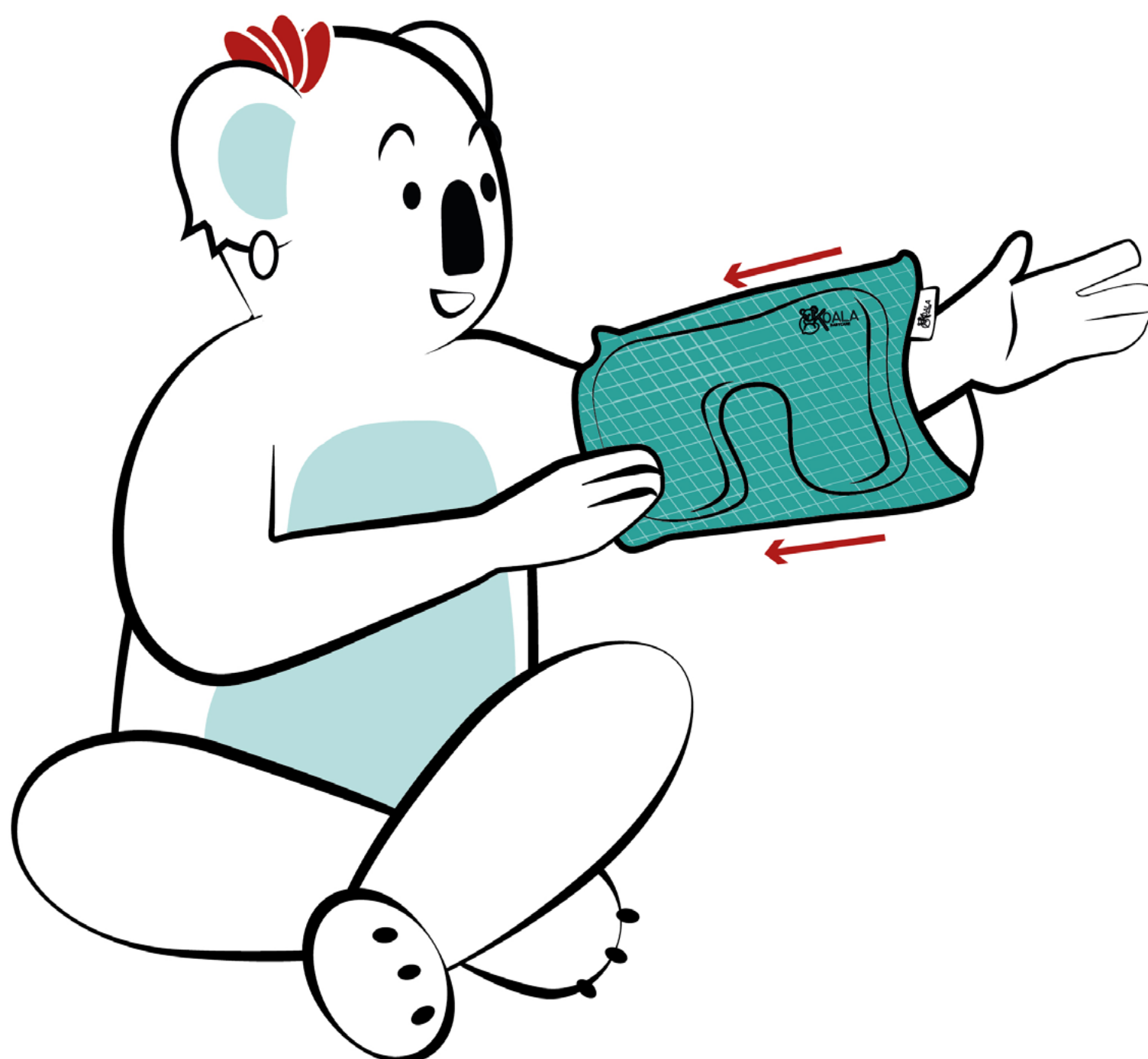
Koala Perfect Head Breastfeeding

Koala Perfect Head Breastfeeding is an ultra-compact and thin memory foam pillow designed to provide suitable support for your baby's skull, helping to prevent and treat Positional Plagiocephaly even during breast or bottle feeding.

How do I use Koala Perfect Head Breastfeeding?

Insert your arm inside the hole and slide it up to elbow height or where your baby's head normally rests. Make the baby's head coincide with the dent in the centre of the pillow, so the pressure will be distributed evenly throughout the skull.

The flexibility in Koala Perfect Head Breastfeeding memory foam makes it perfect for accommodating and protecting your baby's skull both during breastfeeding and in case you want to rock the baby to sleep comfortably.



Breastfeeding and Plagiocephaly

- The risk of Positional Plagiocephaly increases by the baby staying the same position for several hours, which occurs especially in the first months that your baby is breastfeeding.
- During bottle feeding, the baby's position is almost always supine, that is, with the back of the skull resting against the mum's arm. Staying in this position for some time and not alternating the arms can be a cause of developing of positional Plagiocephaly.



- With natural breastfeeding it is preferable to position the baby laterally, following your midwife's advice, who helped you during pregnancy and childbirth.



- If the baby has an existing positional Plagiocephaly, they may experience some trouble latching onto the mum's nipple. An incorrect latch could lead to the appearance of cracked nipples or even mastitis and to a poor milk supply for the baby.
- If the baby has an existing and on-going Lateral Plagiocephaly, it is advisable to place the child on the more pronounced side of their head, by doing so we're trying to prevent the issue from developing even more. To switch nursing while keeping the baby in this position, the Rugby Position can be used. Koala Perfect Head Breastfeeding is particularly recommended for those mums who have developed mastitis during breastfeeding and who therefore must opt for the baby's supine position when breastfeeding.



- Often, after breastfeeding it is very common to rock the baby to sleep in your arms. This is usually done with the same arm (generally, mum's preferred arm in terms of strength and posture), keeping the baby in the same position for a long time. With KPHB you can keep on rocking your baby to sleep, without fear that their little head will suffer.

What else can i do to combat positional plagiocephaly?

To maximize the effectiveness of the product, we suggest using **Koala Perfect Head Breastfeeding** in combination with **Koala Perfect Head** and **Koala Perfect Head Maxi**.

Koala Perfect Head has an ultra-compact and lightweight design and is designed to be carried easily. Its ideal use is in prams, bouncers, baby cribs or strollers.

Koala Perfect Head Maxi has the same practical structure as **Koala Perfect Head** but was specifically designed to be used in the baby's cot or in a functional cot. Its width (50 cm) means that the baby's head will not slip off the pillow, even if they move while sleeping, as they often do as they grow up.

By using the **Koala Perfect Head** line baby pillows and **following simple daily habits** like the ones below, you can effectively prevent positional Plagiocephaly.

Here are some simple habits that we recommend you to follow:

- When changing your little one, attract his attention with a toy so that he moves his head left and right: this will get him used to not always remain in the same position.
- Keep the baby in your arms whenever possible.
- Prefer using a baby sling or baby carrier during naps and daily activities.
- In the crib and in the playpen, the position of the toys changes during the day in order to make him turn his head in different positions
- Use a breastfeeding pillow: in this way the baby will not apply direct pressure on your arm.
- The baby will always turn in your direction, so, if the baby sleeps in your room, alternate the position of the crib so that he doesn't always sleep on the same side
- If possible, when awake, keep him as little as possible in cots, strollers and bouncers!
- From the 2nd month, and only if awake and supervised, perform the Tummy Time: place him in the prone position (belly under), stimulating him to keep his head straight, this activity will help him to strengthen the muscles of the neck and back.

How to wash Koala Perfect Head Breastfeeding

I recommend NOT TO WASH THE MEMORY FOAM (the inner cushion)!

If immersed in water, the memory foam will absorb it and will lose its shape and, consequently, become totally unusable.

If you want to wash the inner cushion, you can soak a cotton or microfiber cloth in warm water (possibly with the addition of a drop of mild soap) and clean the stains with light strokes without applying too much pressure. Then let it dry in a ventilated area, always maintaining the horizontal position, never hanging down.

Here are some instructions for washing pillowcases:

- Maximum temperature: 30°C. If the pillowcases are particularly dirty, you can wash them at 40°.
- However, we do not guarantee that the cotton will indefinitely last when washing at this temperature.
- Do not bleach.
- Do not iron.
- Do not dry clean, do not use solvent-based stain removers

What is Koala Perfect Head Breastfeeding made of?

- Dimensions: 33 x 22 x 3 cm
- Cover: 75% Cotton, 25% Polyester
- Pillow: 100% Memory Foam



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Community



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up to **20% discount** to use for
purchasing **Koala Babycare products!**
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<https://koalababycare.com/koala-family>