



koala
babycare

koala hug baby

instruction manual

1. INTRODUCING KOALA HUG BABY

Koala Hug Baby is not just a simple pillow, it's a 5-in-1 pillow for both mum and baby whilst nursing (breastfeeding or bottle-feeding) and for all those important milestones in your baby's development: post-feed relaxing, tummy time, and for learning to sit up.

Why it's special:

- Its **C-shape** design wraps snugly around mum's body, without constraint, and ensures that the pillow remains in the **correct position** during a feed.
- Its **shape** and **special fibre** padding ensure that mum maintains both an **ergonomic and good posture**, reducing muscle tension in her arms, shoulders and neck and relieving pressure around her belly
- Its **size** has been specially designed to provide a baby with the right amount of space for maximum comfort during each feed
- It comes with a **100% cotton pillowcase which is removable and washable** to respect a baby's skin
- Its 100% polyester **inner fibre** filling is designed to provide **maximum support** and prevent a baby from sinking down
- **One side is made of cotton and the other side of breathable 3D mesh**, which maximizes airflow and makes it ideal for particularly hot days
- The pillow **is not bulky** and easily portable
- Its C-shape makes it an excellent support for post-**feed relaxation** (3mths+), **tummy time** (6mths+) and while learning **to sit up** (9mths+).

2. HOW TO USE KOALA HUG BABY

1. Breastfeeding

Koala Hug Baby transforms breastfeeding into a positive and comfortable experience for both mum and baby.

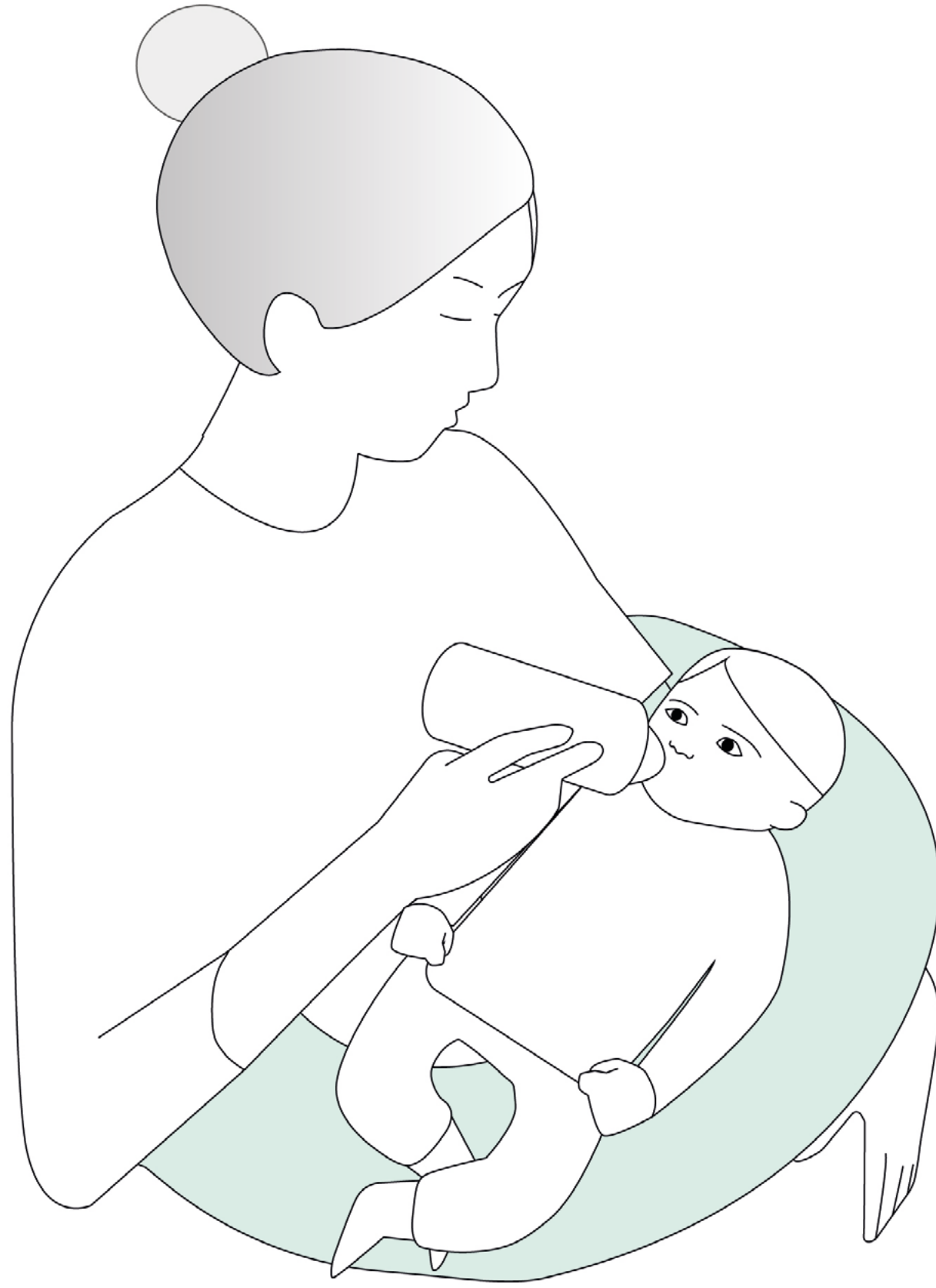


Thanks to its **anatomical design**, it helps a mum maintain **correct posture** whilst breastfeeding, alleviating muscle aches resulting from poor posture and the strain on her arms and back from holding her baby.

For newborns, breastfeeding is a soothing and calming time, Koala Hug Baby helps position young babies correctly at the breast and promotes healthy digestion.

2. Bottle-feeding

Maintaining an ergonomic posture whilst nursing is just as important when bottle-feeding, both for baby's comfort as well as mum and dad's.



Positioning newborns on the pillow facing mum or dad with their head resting on the edge will help prevent post-feed regurgitation.

3. Post-feed relaxation and more

Why not hold your baby for a short while after a feed? With Koala Hug Baby, everyone's more comfortable.



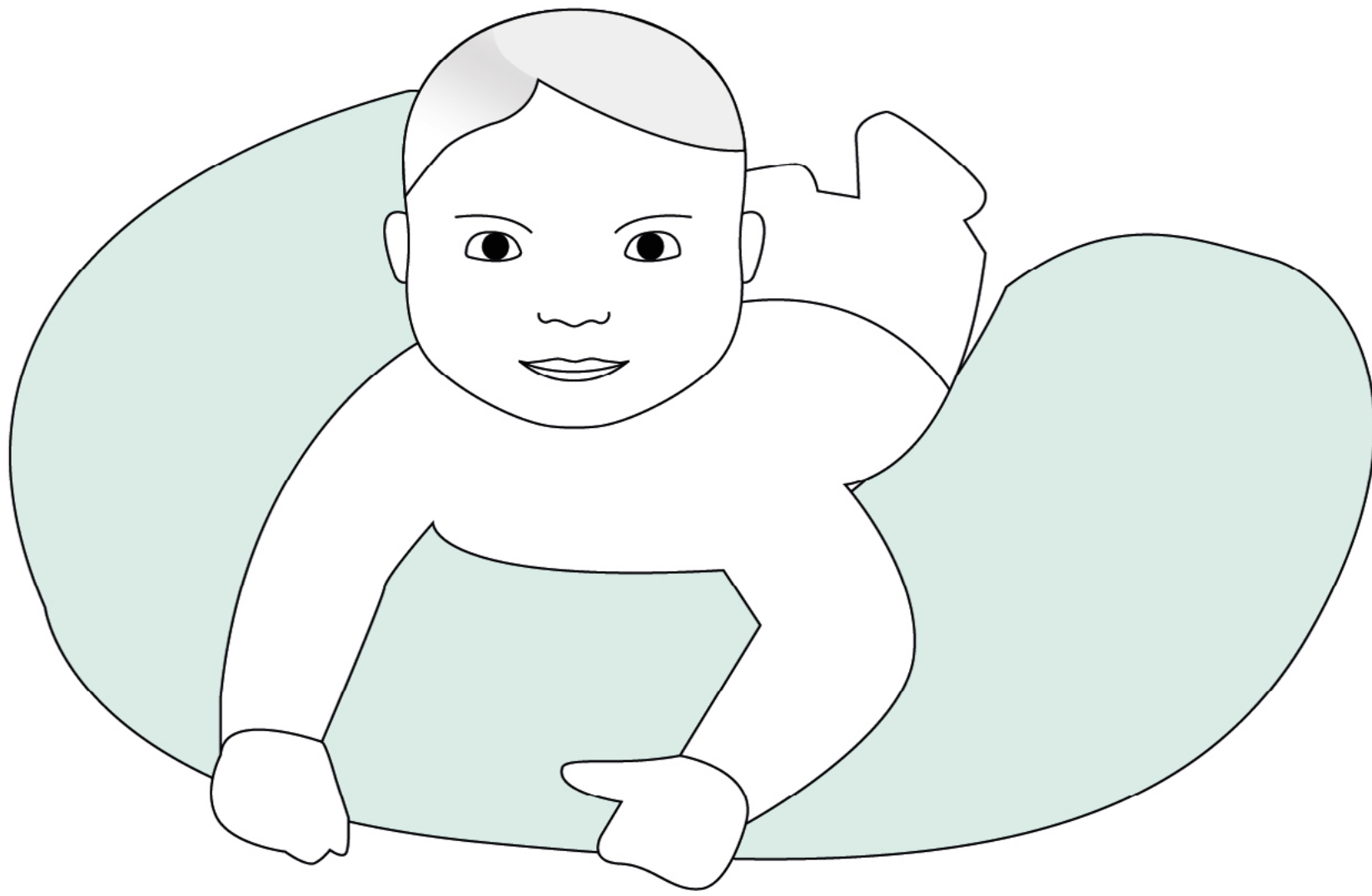
The pillow can be used not only during a feed, but it can also be used when your baby is relaxing:

- Babies love to relax and be massaged on their backs whilst lying on their stomach in mum and dad's arms. Use your Koala Hug Baby to support your baby's weight so they won't perceive the tension or strain in your arms.
- After a feed, Hug Baby becomes the perfect place where your baby can relax with their head slightly elevated to aid digestion and prevent regurgitation.

CAUTION: The pillow is not to be used for sleeping. It should always be used under adult supervision.

4. Tummy Time

Your precious companion for Tummy Time, just place your baby with their chest and arms resting on the pillow.

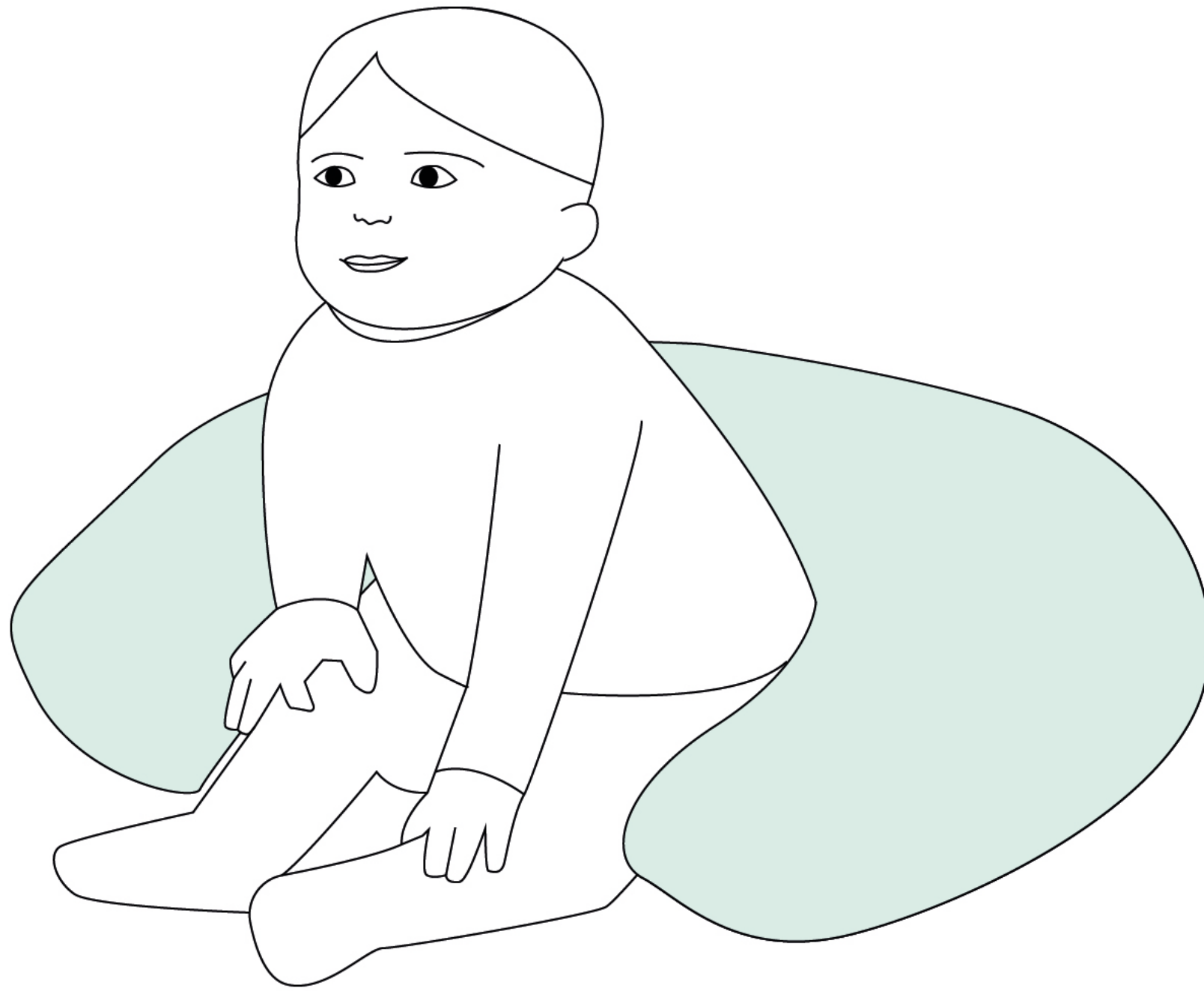


Tummy Time is a sort of gymnastics whilst lying on their stomach, it helps infants strengthen their neck, back and shoulder muscles.

Healthy babies can start practising short periods of tummy time from as early as the first few days. How to do it? Place your baby on their stomach with their arms and chest resting on Koala Hug Baby and attract their attention so they try to raise their head.

5. For learning how to sit up

As they learn to sit up, your baby needs support, what better way than with Koala Hug Baby?



Encouraging your little one to sit up with their back resting on a support, such as Koala Hug Baby, will help them build confidence in their body and develop the balance they need to learn to sit up independently.

THE MIDWIFE'S OPINION

This information is written in collaboration with Valentina De Pietro, Midwife and Lactation Consultant.

Both a professional and a woman, she guides mums through the various stages of their pregnancy and post-natal journey, offering prenatal, breastfeeding, and weaning consultations and courses.

3. BENEFITS OF A NURSING PILLOW

Using a breastfeeding pillow offers many different benefits. Let's take a look at the most important ones:

- **Helps mum maintain correct posture**

Thanks to its anatomical design; it helps you maintain a correct posture whilst breastfeeding, reducing muscular pain and poor posture.

- **Prevents the risk of plagiocephaly (flat head syndrome)**

The pillow prevents Plagiocephaly (flat head syndrome) from developing by preventing a baby's head from resting against mum's arm for long periods during a feed.

- **Helps position baby correctly**

Breastfeeding should be both a pleasant and relaxing time for newborns. Being able to latch on correctly to mum's breast will facilitate the overall experience and also favour digestion.

- **Valuable help even for bottle-feeding**

Maternity pillows are also a great help for bottle-fed babies. Positioning an infant turned towards mum or dad with their head resting on the higher edge, will help prevent post-feed regurgitation.

4. HOW TO RECOGNISE NEWBORN HUNGER CUES

It is very important to observe newborns and learn to recognise their feeding cues when they express their needs.

For example, hunger cues which we can identify as early hunger cues and late hunger cues. What are the specific signs newborn is hungry?

Early hunger cues:

- baby puts their little fist towards their mouth
- looks for the breast
- moves head in a “woodpecker” movement

What to do in these cases? Bring your baby closer to your breast to soothe and calm them for feeding.

Late unger cues:

- baby cries
- becomes fussy
- turns red

What to do in such cases? Before feeding, it is a good idea to soothe your baby by holding them close. If your baby is attached to your breast when feeling distressed, they may feel even more upset. Feeding is a very intimate moment that requires tranquillity and a great deal of calm.

Early "I'm hungry" signals



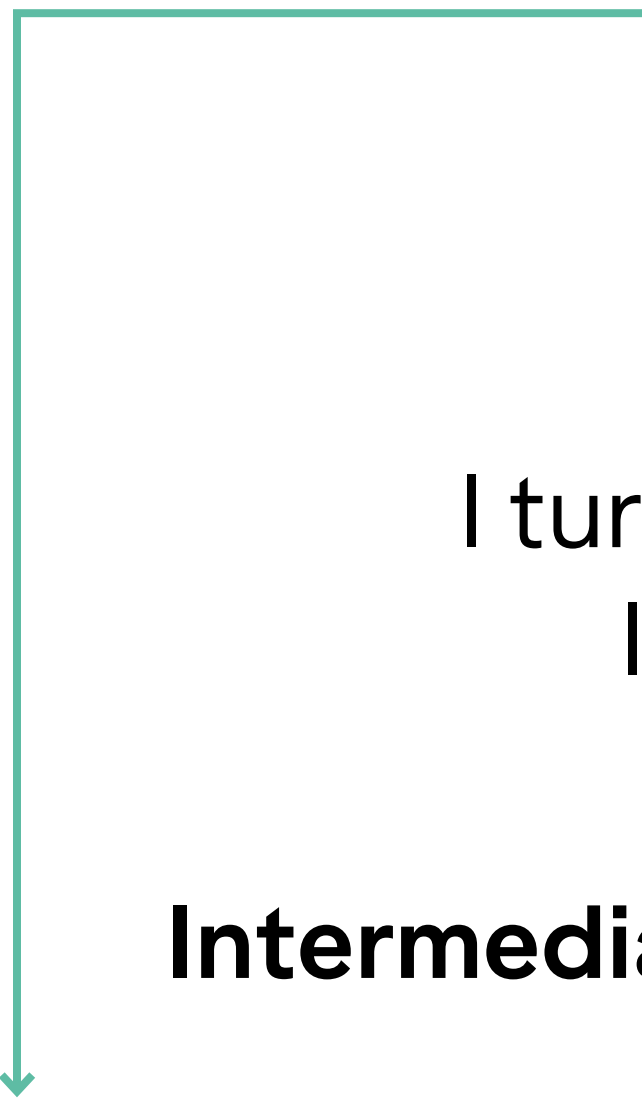
I move



I open my mouth



I turn my head on the side,
I look for the breast



Intermediate signals "I'm very hungry"



I stretch



I move more



I bring my hand
to the mouth



Late signs of hunger "Help me to calm me down, then feed me"



I cry



I turn red



I fidget

It's time to calm the crying baby:

- Pamper him
- Keep it in touch on your chest
 - Talk to him
 - Pet him

...before you feed him

5. BREASTFEEDING WITH A PILLOW: WHAT ARE THE CORRECT POSITIONS TO USE?

Wrap the pillow around your waist and place your baby on it. This way, the pillow will bear part of the weight for you, and you won't have to strain your back or arms.

Important! The pillow must not rest on mum's knees, otherwise it will lose its usefulness and benefits.

How do I position the pillow?

The pillow should be placed under mum's breast and around her back. The weight of the baby will lower the position of the support, so the position of the pillow should be adjusted to suit mum's body shape and the weight of her baby. Correct positioning of the pillow is important to ensure it's a useful support and avoid strain on mum's shoulders or back.

Which positions should I use with a nursing pillow?

Cradle hold

Your baby lies horizontally on the nursing pillow, and is therefore at the height of mum's breast so that they are both facing each other's tummy.



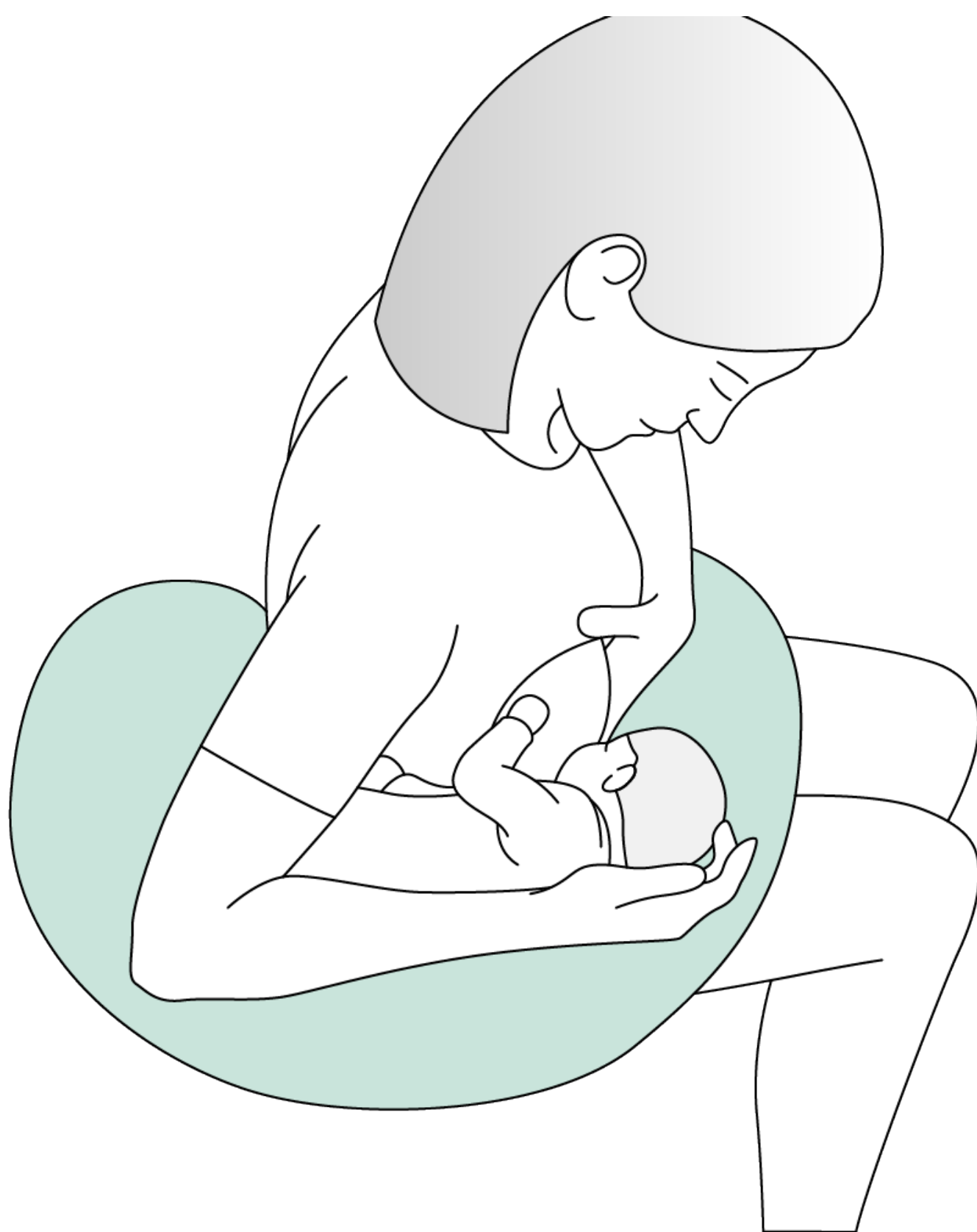
Cross-cradle hold

This is the cradle position with a variation: you hold your baby by using your opposite arm to the breast where your baby is feeding from.



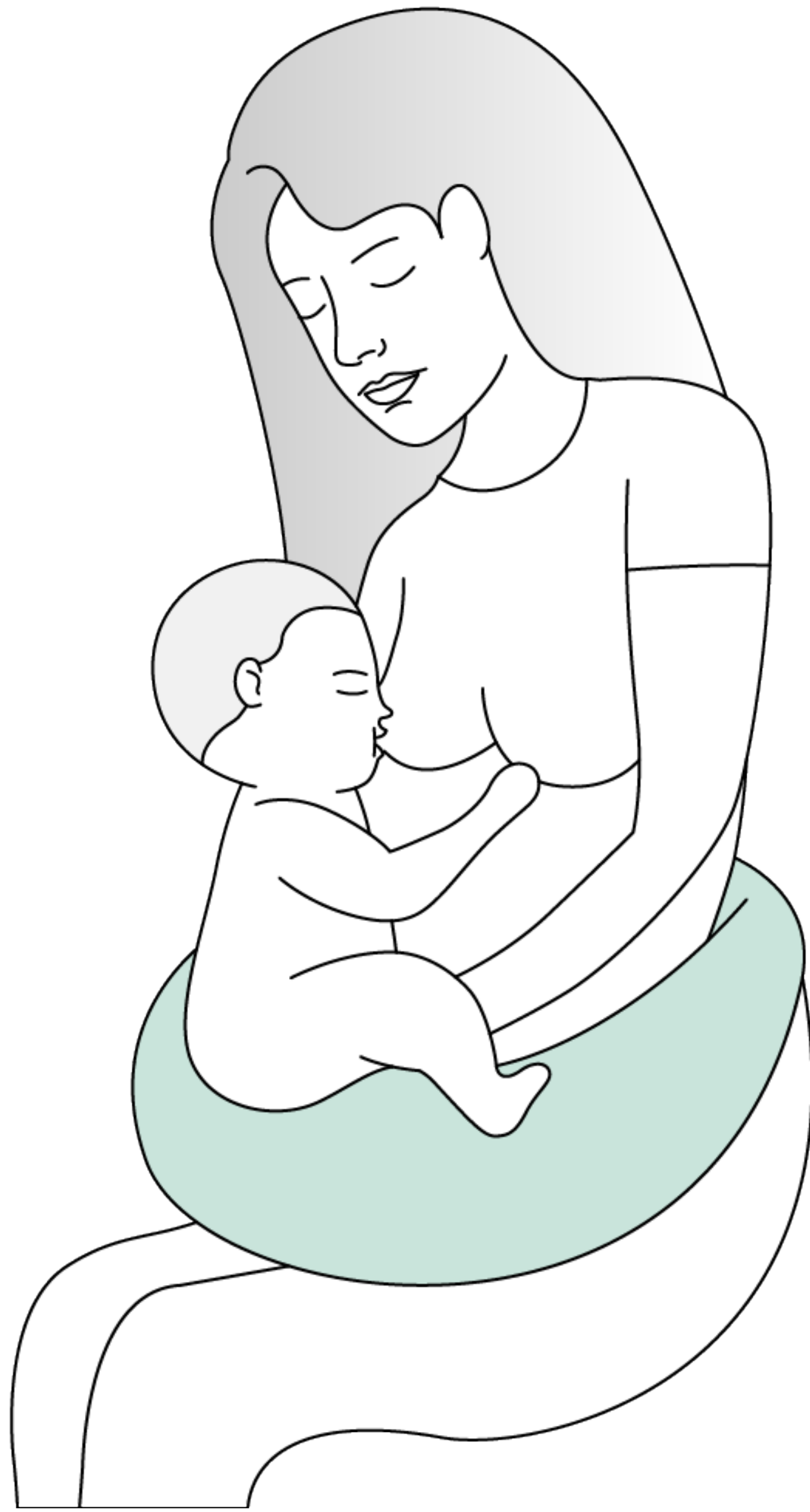
Rugby hold

Your baby is placed on the pillow and positioned on their side. Their body is horizontal, but their belly is in contact with mum's side, while their feet are towards your back.



Upright or Koala position

Your baby straddles the pillow, with their back and head in an upright position. This position is easier with older babies who can already sit up on their own.



6. HOW TO LATCH A NEWBORN CORRECTLY TO YOUR BREAST?

At feeding time, the position of a mum and the comfort of her baby are important to encourage proper sucking and latching on.

Mum can rest her shoulders and back against the sofa, bed, chair, or she can lie on the bed.

Mum's arms and shoulders should be relaxed and ready to bring her baby close to her breast. Never lean forward to breastfeed; always bring your baby close to your breast.

A good latch should not cause discomfort or pain. If this occurs, it means that the latch is improper, for example, baby's mouth is not open wide enough.

Once your baby is in position, bring them closer to your breast, making sure that their mouth is in front of your nipple.

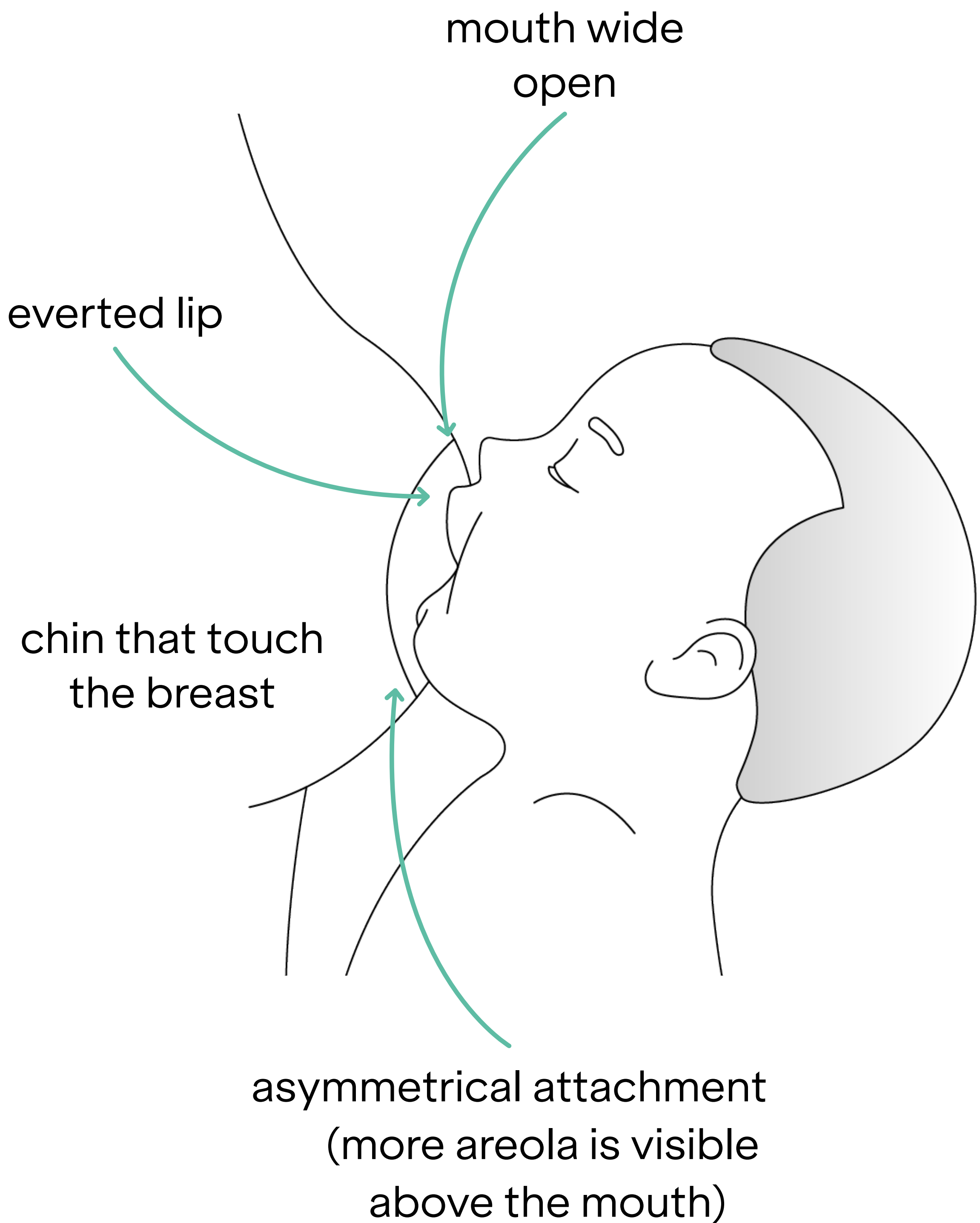
A baby needs to open their mouth wide enough to take in most of your areola and nipple.

All breasts, whether large or small, and all nipples are suitable for our baby's mouth.

Latching onto a small portion of your nipple will cause pain to mum and result in poor breast milk intake.

A good latch should be deep, mouth wide open, lips everted and not folded, chin resting on the breast, and baby's nose and forehead facing upwards.

If you experience any discomfort when breastfeeding (and this applies even and especially from the very first few days), it's very important to ask for help from experienced breastfeeding staff who will be able to show you where you are going wrong, so that you can intervene promptly.



7. TIPS FOR A PLEASANT BREASTFEEDING EXPERIENCE

During those early days, it's best to choose a **quiet place** to nurse your baby. A place where you feel comfortable and protected from distractions.

The environment and the temperature of the room will help provide various benefits to both mum and her baby.

It's important to **concentrate on your baby** the first few times: observing them, getting to know them, and learning to understand their cues are all important.

The post-natal period is a time of adjustment and acquaintance; creating an area or corner of your house with a comfortable chair or armchair for breastfeeding will allow you to be independent and also improve your confidence when breastfeeding away from home.

Mum should sit in a **comfortable position**, so that she can vary positions without straining her back or arms with her baby's weight.



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