

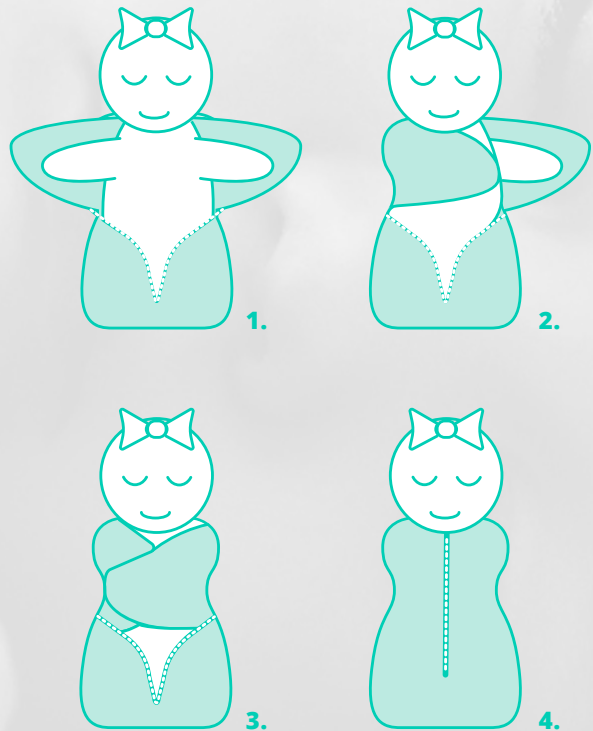
Merineo

Wool's natural health benefits and ecological credentials make it the best fibre to use on your newborn baby.

Merineo is made in Australia. Its world first design embracing both the traditional swaddling method and the modern sleeping bag makes it the perfect choice for your precious newborn to snuggle into.

Merineo sprang to life when the founder, Claire, from a passionate wool-growing family, couldn't find suitable woolen sleepwear for her newborn. With the health, safety and comfort of a baby in mind she designed Merineo and searched the world for the softest and most luxurious, superfine merino wool fabric.

USING YOUR MERINEO



INNOVATIVE DESIGN & PREMIUM FABRIC

- ✓ Supports safe sleep practices
- ✓ Specially graded high quality 17.5 micron merino wool
- ✓ Acknowledged as 'hip-healthy' by International Hip Dysplasia Institute
- ✓ Machine washable / easy care
- ✓ Knit fabric, naturally elastic, breathable
- ✓ Baby's soft skin protected with zipper facing and external main seams
- ✓ Soft and luxurious with next to skin comfort
- ✓ Merino wool has anti-bacterial and anti-odour properties



COMPELLING RESEARCH SHOWS WOOL IS SUPERIOR FOR YOUR BABY

GAIN WEIGHT

Newborns sleeping on wool gained 22.7g per day compared to those sleeping on cotton at 18.6g.¹

MORE SETTLED

Babies sleeping on wool are more settled and have a better quality sleep.^{2,3}

LESS ECZEMA

A 2016 study of under 3-year-olds wearing wool next to skin found a significant decrease in eczema severity compared to cotton.⁴

ABSORBS MOISTURE

Wool has the best ability (out of cotton, polyester, nylon, acrylic, and polypropylene) to absorb moisture, such as dribble and leaky nappies, without feeling wet, keeping baby's skin drier.⁵

BREATHABLE

Babies are less likely to feel clammy in wool because of its better ability to absorb moisture vapour from the clothing micro-climate compared to synthetics.⁶

WARM & COOL

Wool is the only fibre with air-pockets, creating a cosy micro-climate of air next to the skin, allowing heat release and reducing the risk of overheating.⁷

SOFT & LUXURIOUS

Merino wool feels luxuriously soft because of its extremely fine fibres.⁸ Merineo is made from superfine merino wool.

FIRE RESISTANT

Wool is naturally fire resistant, doesn't melt, and is safer than cotton and synthetics.⁹

MERINEO.COM

REFERENCES

- 1 Scott S, Lucas P, Cole T and Richards M, Weight gain and movement patterns of very low birthweight babies nursed on lambswool, *The Lancet*, 29 October 1983, pp1014-1016.
- 2 Powley M, Nye P and Buckfield P, Nursing jaundiced babies on lambskin, *The Lancet*, 3 May 1980, pp979-980.
- 3 www.woolmark.com/education/health/a-better-nights-sleep
- 4 www.woolmark.com/education/health/debunking-the-myth-that-wool-is-an-allergen
- 5 Li Y and Luo AZ, Physical mechanisms of moisture diffusion into hygroscopic fibres during humidity transients, *J. Textile Inst.*, 2000, Part 1, No.2, pp302-315.
- 6 Li Y, Holcombe BV and Apcar F, Moisture buffering behaviour of hygroscopic fabric during wear, *Textile Res. J.*, 1992, 62(11), pp619-627.
- 7 www.woolmark.com/education/health/wool-is-naturally-breathable
- 8 www.woolmark.com/education/fibre/benefits-of-wool
- 9 Ibid 8