

Want more
sleep?

SWADDLE UP™



lovetodream.com

Why SWADDLE UP®?

SELF-SOOTHING = MORE SLEEP



Medical research suggests that babies sleep better if they are swaddled & if they can self-soothe.

What is self-soothing?

A natural way babies settle themselves to sleep, is by sucking on their hands or gently rubbing their cheeks. This is called self-soothing. This hand sucking can also help develop mouth muscles which aids in feeding, speech development and their natural rooting reflex.

★
★
★
"The first four months is the ideal time to help your baby learn to settle back to sleep without your help. When your baby learns to 'Self-Soothe' you can look forward to six to eight hours of uninterrupted sleep at night."



Dr Johnny Taitz – Specialist General Pediatrician, MBChB, FRACP, FCP(SA), FAAQHC, AFRACMA, Director of Pediatric Patient Safety at the NSW Clinical Excellence Commission

Safer Swaddling

The unique design of the Love To Dream® Swaddle UP® allows you to swaddle your baby more easily and safely than using a loose blanket.

- No excess or loose fabric to become a suffocation hazard
- Arms UP position may help reduce the risk of baby rolling over
- Certified hip-healthy design allows hips and legs to move freely
- Single layer of breathable fabric may reduce the risk of overheating vs multiple blanket layers

Swaddle in Seconds.

No breakouts!



STEP 1: LEGS IN

The Swaddle UP™ is easy and fast to use. No classes are needed to learn wrapping techniques; no practice is required to master them. Simply put your baby inside the swaddle and zip it up.



STEP 2: HANDS IN

The patented wings of the Swaddle UP™ allows your baby to use their hands to self-soothe, resulting in a happier baby. Self-soothing = more sleep

Hello Sleep!



STEP 3: ZIP UP. DONE!

Anyone who can operate a zipper can correctly put a Swaddle UP™ on their baby. Every time, even the first time. The Swaddle UP™ will not come loose or undone during the night, eliminating the risk of your baby 'breaking out' of the swaddle.



FAST AND EASY DIAPER CHANGES

The Swaddle UP™ has a 2-way zipper that lets you open from the bottom, giving you waist-down access without undoing the top. Easy diaper changes after nighttime feedings without fully waking your baby, means you both can get back to sleep more quickly.

Your Baby's Natural Sleep Position

From the Womb to SWADDLE UP®

Did you know 95% of babies want to sleep with their arms up, so they can self-soothe like they do in the womb, to help them go to sleep?



Ultrasound approximately
24 Weeks

The unique SWADDLE UP® design allows babies to sleep in their natural arms up sleep position and also allows the baby's hands to reach the mouth to self-soothe for more sleep.



SWADDLE UP® allows the
natural arms up sleep position

SWADDLE UP® allows baby's hands to self-soothe for more sleep

Pediatrician Endorsed.

From birth until baby shows signs of trying to roll over.

STAGE 1 SWADDLING

SWADDLE UP®

From birth until baby shows signs of trying to roll over.

"Who doesn't want more sleep for their baby and themselves? I've had a lot of success with many patients sleeping thru the night using the LOVE TO DREAM SWADDLE UP®. This swaddle really focuses on self-soothing, which is a crucial tool babies need to learn to help them sleep."

Dr. Jonathan Jassey, DO, FAAP Long Island, NY
Co-author of "The Newborn Sleep Book"



Since launching in 2009 we have received more than 50 awards. Recent awards include:

Award-Winning. Loved by

Use to transition from swaddling to 'arms free' sleep.

STAGE 2 TRANSITIONAL

SWADDLE UP® 50/50 TRANSITION BAG

Use to transition from swaddling to 'arms free' sleep.

The SWADDLE UP® 50/50 Transition Bag lets you zip off one wing at a time to allow your baby to slowly and gently graduate from swaddling. It converts to a cozy sleep bag providing the secure feeling of being hugged.

SWADDLE UP® and SWADDLE UP® 50/50 Transition Bag are available in multiple patterns and a range of fabric weights to suit every season.



by Parents and Babies.

Do away with blankets that come off in the night.

STAGE 3 INDEPENDENT SLEEP

LOVE
TO
dream
**SLEEP
SUIT™**

PREMIUM WARM SLEEP SUIT WITH LEGS

Sleep soundly knowing that your child will stay comfortable & snug all night long in one of our beautifully made sleep suits.

LOVE TO DREAM SLEEP SUIT™ is available in multiple colors and fabric weights to suit every season.



Safe Sleep Saves Lives.

At LOVE TO DREAM®, we help families experience more sleep, better sleep and safer sleep. We proudly support First Candle to help spread the message about safe sleep, with the aim of reducing the rates of Sudden Infant Death Syndrome (SIDS). Follow our safe sleep guide and share with family and friends so that everyone knows how to keep your baby safer.

1. Always place your baby on their back to sleep. Side and tummy positions are not safe.



2. Use a crib that meets current safety standards. The mattress should be firm and fit snugly in the crib. Cover the mattress with only a tight-fitting crib sheet.



3. Do not use blankets for sleep time. Use SWADDLE UP® from birth and choose according to baby's weight, not their age. Stop swaddling as soon as baby shows signs of rolling and transition to arms free sleep using SWADDLE UP® 50/50 Transition Bag. Consult our clothing guide for better baby temperature regulation.



4. To help prevent your baby from overheating, monitor the room temperature to ensure it is comfortable and well ventilated. Don't overdress your baby or add blankets.



5. Do not put anything in your baby's sleep space. This includes pillows, blankets, comforters, bumper pads, stuffed animals or toys.



6. Place your baby's separate, safe sleep space near your bed to help you protect them. Bed sharing is not recommended.



7. Offer your baby a pacifier if they haven't found their hands to soothe themselves.



8. Do not expose your baby to cigarette smoke.



Working together
to raise awareness

first
candle

Working to
end SIDS and
sleep-related
infant's death

Parents and Babies Love Us!

97% of all online mentions are positive*

Emily C: Truly amazing

"These swaddles are amazing, my only regret is that I didn't buy one sooner! My baby is now sleeping so much better and longer."



Gabriella W: Must buy swaddle!

"I love that my baby can still soothe herself by having the ability to suck on her hands if she needs to. I strongly suggest buying this... you'll never look back!"



Demi W: A must have

"I have used the Love To Dream™ swaddles on my 4 week old son since birth. I love how he can self soothe and seems to appear more comforted than in a wrap. I couldn't be happier with the Love to Dream™ swaddles and will be purchasing them for my friends babies."



Try **SWADDLE UP™** today
and get more sleep!

Certified and Accredited by the
Following Organisations:



Proudly
Supporting:

**first
candle**

Working to
end SIDS and
sleep-related
infant death



Proudly distributed in the USA and Canada by:
Regal Lager, 3350 Town Point Drive, Suite 100, Kennesaw, GA 30144 USA
Phone: 800-593-5522

lovetodream.com

#LoveToDream

