



For Immediate Release

Bathe-Swaddle-Sleep:

The Original TummyTub® and The Woombie® Provide Peaceful Rest Solution For Infants

TummyTub and Woombie Join Forces to Reinvent the Bedtime Routine

Bradenton, FL - April 19, 2010 – An evening bath is intended to relax infants while encouraging them to blissfully doze off and sleep through the night. Unfortunately, this is seldom the outcome! Startling, difficulty in maintaining body temperature and comfort, and nighttime fussiness are the norm for young infants; while most bathing and swaddling products do little to offer relief.

Thankfully, the Original TummyTub® and the Woombie offer frustrated and tired parents a revolutionary way to calm baby into a peaceful sleep. These natural, nurturing products work together to create a safe and effective bathe-swaddle-sleep bedtime routine by overcoming the challenging issues new parents and babies face.

The Moro or “startle” reflex is completely normal, but can cause discomfort in young infants by waking them up easily and not allowing them to relax. Therefore, pediatricians agree that mimicking the environment of the womb eases the transition from birth and alleviates this stress. The TummyTub allows babies to be bathed in the comfortable fetal position, while giving the ability to move freely within safe boundaries. This provides a greater sense of security and provides soothing relaxation instead of startling. Many babies even fall asleep while in their TummyTub! After the bath, the Woombie is the perfect transition to a peaceful night’s rest. Unlike other swaddling products, the Woombie is the most natural way to wrap your baby because it softly confines the arms and gently compresses baby’s unique curves to hug baby. The stretchable fabric allows the baby to flex his extremities as needed just like in the womb. This gentle confinement prevents the startle reflex, while allowing babies to be comfortable and not tightly swaddled.

Newborns often have difficulty in maintaining a consistent body temperature and they get cold easily. The TummyTub is the first bath tub that allows a baby to be surrounded by warm water. Due to the small surface space, the water also stays warmer for longer. The high walls of the tub keep warmth in around baby’s head and prevent chilling. A quick transition from the bath to drying and changing into the Woombie also keeps baby’s temperature steady. The Woombie is a lightweight, breathable cotton that will not allow baby to get overheated while sleeping.

Colic, indigestion, and nighttime fussiness add to bedtime drama in many households with infants. It is true that an uncomfortable, fussy bath time prolongs the falling asleep process, which is no fun for parent or child. The TummyTub takes a baby from crying to calm in seconds! Covered in warm water in the familiar fetal position, babies are relieved of pain and able to completely relax and de-stress. Used in combination with massage it helps stimulate proper digestion and eliminates gas. The Woombie picks up where TummyTub left off with reinforcing the natural fetal position, quickly regaining a comfortable body temperature, and allowing for healthy movement and proper motor development. In the Woombie, babies sleep an average of 12-18 hours a day or more! A marked improvement in colic symptoms is also noted by Woombie users.

Bathe-Swaddle-Sleep = Peaceful Rest



What parents should know about the TummyTub: Although designed and produced in Europe, the TummyTub has passed all US safety standards and is a 100% safe option for bathing your child. Used by millions of babies worldwide since 1996, there has never been one reported accident or injury! The TummyTub has been featured on the Today Show, Fox Business News, The Doctors, and has won Mom's Best Award, TIPS Best of the Best, and several others. It is used in hospitals and birthing centers around the globe for baby's very first bath after birth and is endorsed by leading doctors and midwives. The TummyTub is an effective way to calm babies and prepare them for sleep, and is also a practical bath tub well into the toddler years! Retail for \$39.99. Available in 4 different colors, with an optional stand/step-stool combination. For more information, please visit: www.TummyTubUSA.com

What parents should know about the Woombie: The Woombie is a mom invented product and winner of the PTPA (Parent Tested Parent Approved), Moms Best and Creative Child Awards. They are made with a Cotton/Lycra blend and come in 5 styles and 4 sizes. Organic cotton is now available! The Woombie is endorsed by doctors, doulas, instructors, Nurses and countless moms and dads worldwide. In a nutshell, The Woombie is a great easy swaddle for *babies with the Startle Reflex* & who are in need of a cozy yet gentle confinement. The Woombie retails for \$24.99-26.99 depending on fabric. For more information, please visit: www.TheWoombie.com

SEE BOTH PRODUCTS TOGETHER IN ACTION! <http://www.youtube.com/watch?v=clji1gMmWio>

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*Individual results may vary depending on child and situation and are not guaranteed. Never leave your baby unattended near water, even for a second, as drowning can occur in any type of bath tub. This information does not constitute medical advice; please consult a physician with specific questions and concerns about your baby's sleep and development.

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