

FDA
De Novo
Authorized

Safe Sleep Breakthrough

**SNOO Received
1st FDA De Novo
Authorization***

**To keep sleeping babies
safely on the back.**

How SNOO Helps



**Calms crying...
often < 1-minute**



**Secures baby
on the back**



**Gentle rhythms
boost sleep**



**Sleep trains
naturally**



**Sleep tips/logs
from Dr. Karp**



**Car seats protect in cars,
now SNOO protects...during sleep!**

**SNOO keeps babies safely
positioned...all naps/all nights.**

*<https://www.happiestbaby.com/pages/fda>

happiest  baby

The 5 S's: For Calming Babies*

The 5 S's imitate the womb to give a "4th trimester" of care!

Swaddle

Works best with arms straight + snug...and hips loose.

(Note: Always place sleeping babies on the back.)

Side/Stomach Position

Hold the baby on the side or stomach.

(Note: Never allow to sleep on the side or stomach.)

Shushing

Make a "shhhh" sound or play white noise to mimic the womb's whooshing.

(Note: Shush as loud as the baby is crying.)

Swinging

Swing—or jiggle—in fast, tiny movements while supporting the baby's head and neck.

Suck

Offer a breast, bottle, or pacifier. Sucking is the icing on the cake when it comes to baby soothing.

*From "The Happiest Baby on the Block" by Harvey Karp, MD, FAAP

Learn more at happiestbaby.com