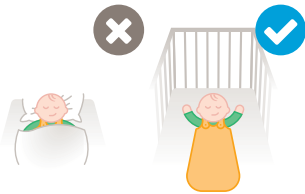


HIRSLANDEN baby

ENSURING BABIES SLEEP SAFE AND SOUND

Rare, but not to be underestimated: around nine babies die of Sudden Infant Death Syndrome each year in Switzerland. The causes are unclear and there are no warning signs beforehand, but it's suspected that something interferes with the baby's breathing or body temperature. This is how you can minimise external factors and ensure your baby sleeps safe and sound.

SLEEPING BAG INSTEAD OF A BLANKET



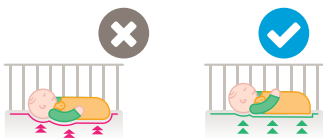
Even during restless nights, a sleeping bag will keep your baby warm and won't cover the nose or mouth.

PROPER SLEEPING POSITION FOR BABIES



The supine position is the safest sleeping position. The chest can expand freely, keeping the nose and mouth clear.

MATTRESS HARDNESS



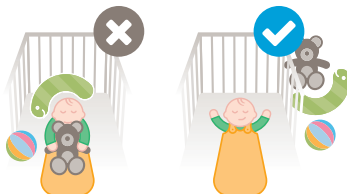
A firm and stable mattress retains its shape and molds to the small body. This keeps your baby from overheating.

VENTILATION AND AMBIENT TEMPERATURE



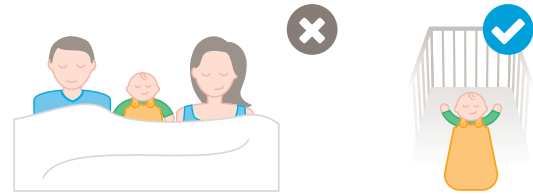
Ideally, the room should be kept at a constant 18 to 20 degrees. The bed should be far away from heaters and drafts.

STUFFED ANIMALS AROUND THE CRIB



Place stuffed animals in view of the crib, so that they can't obstruct the baby's ability to breathe freely.

WHERE YOUR BABY SHOULD SLEEP



In its own crib, blankets, pillows and the parents' body heat can't interfere with the baby's temperature and breathing.