

HOW SNOO WORKS

Responsive white noise

3 special noise-activated sounds
calm crying and boost sleep

Safe swinging

Oscillating, womb-like motion
endures over 30 million cycles

Secure swaddling

Prevents dangerous rolling with
award-winning "5-second" SNOO
Sack and cotton sheet

Easy-to-Use / App Control

Works at the push of the button
or use the app for remote control
and customization



HOSPITAL PACKAGE ALSO INCLUDES:

1. Transport/Storage Caddy
Safe mobility, ample storage,
allows for head elevation

2. Infection Control
Easy-to-disinfect waterproof
mattress and mesh covers

SNOO'S CLINICAL BENEFITS



Infant Health

Gentle, womb-like
rhythms calm upsets,
increase sleep and
lower stress



Infant Safety

Replaces unsafe swings
and rockers and reduces
bed sharing



Parent Support

Gives moms a 24/7,
in-room, responsive
baby-soothing support



Nurse Support

Supplements limited staff,
helps meet patient needs



Hospital Benefits

Positive marketing and
PR, less liability from
unsafe sleeping

Happiest Baby seeks
hospitals and researchers
interested in studying the
benefits of SNOO on infant
sleep, parental health
and more.

For further information:

E-mail:
hospitals@happiestbaby.com

Or call:
(310) 476-4440

happiest baby
snoo
smart sleeper



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Improving Baby Health & Safety

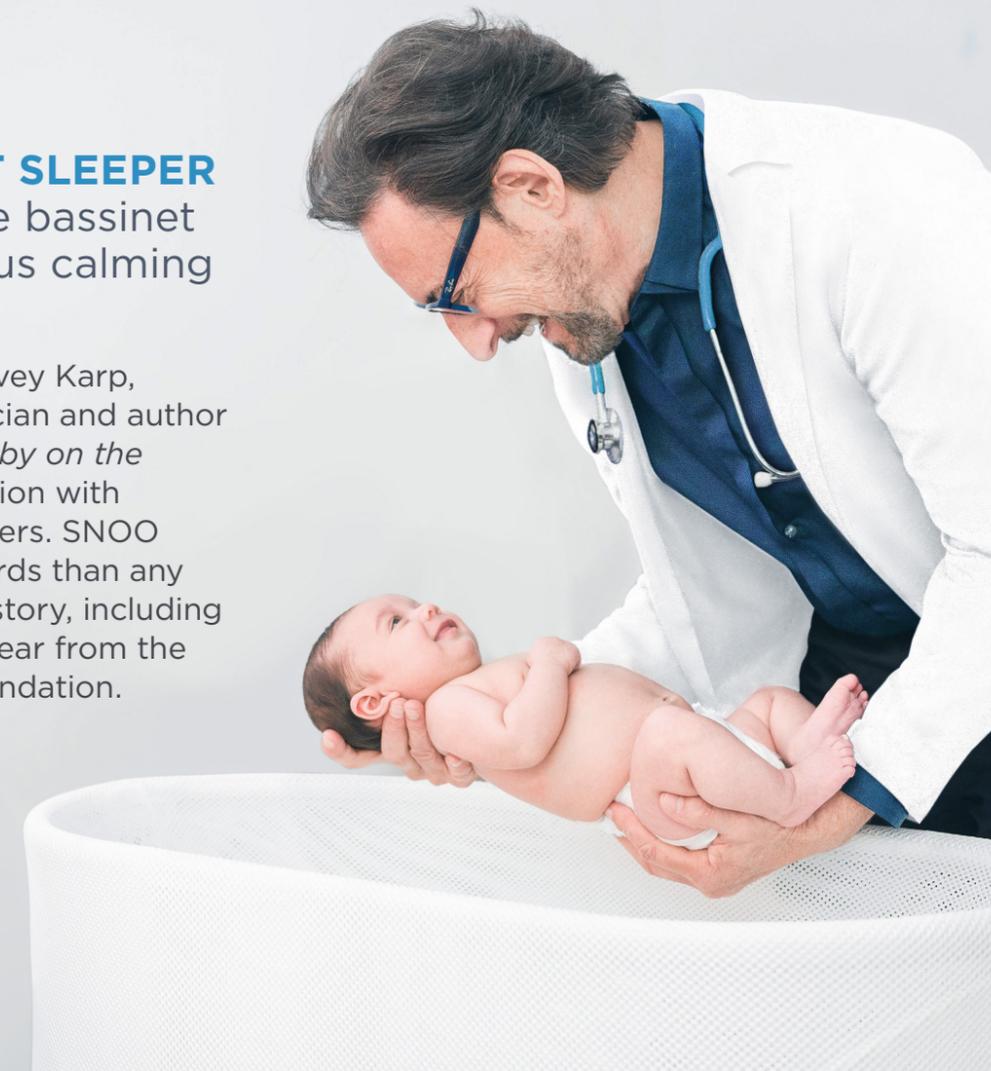




SNOO MEETS PRESSING HOSPITAL NEEDS

SNOO SMART SLEEPER is a responsive bassinet with continuous calming sensations.

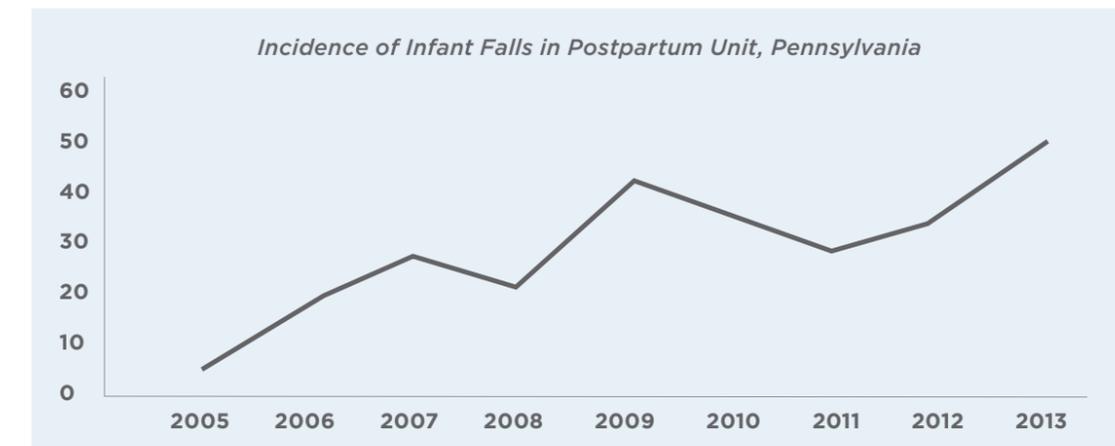
Created by Dr. Harvey Karp, renowned pediatrician and author of *The Happiest Baby on the Block*, in collaboration with leading MIT engineers. SNOO has won more awards than any baby product in history, including Innovation of the Year from the National Sleep Foundation.



1. Safer Postpartum Care

Like a helpful assistant, SNOO supports breastfeeding success:

- Improves mothers' sleep between feedings which supports healing and happiness
- Safely soothes babies with gentle, responsive womb-like rhythms
- Prevents the modeling of unsafe sleeping practices in the hospital — reducing accidental bed sharing, falls and roll-over injuries



2. Care of NAS Babies

The Eat, Sleep, Console model is intended for use with drug-exposed babies to reduce medication and nursing burden. SNOO supports the care and consoling of drug-exposed babies. It offers hospitals the ability to:

- Deliver consoling rhythmic sensations for many hours a day
- Customize settings to provide optimal sound and motion to comfort fussy babies
- Give parents 24 hours a day in-room “nursing support”

3. Care of Growing Preemies

Studies have shown that preemies do better - improved physiologic and growth parameters - when exposed to womb-like stimuli (oscillating beds, white noise and massage). SNOO helps these babies by offering:

- White noise, which may help reduce hypoxemic and bradycardic episodes
- Customizable settings to provide optimal rocking/shushing
- Improved sleep, while allowing hunger cues to alert nurses/family of baby's needs
- Premature babies the safest place to sleep and grow



4. Prevention/Treatment of PPD

SNOO gives new parents critical support:

- Increases much needed rest, adding 1+ hours to baby's sleep
- Often calms upsets in under 1 minute
- Lowers maternal anxiety by securing babies the back, securely swaddled
- Provides 24/7 caregiver help...like an “extra pair of hands”

“ I have seen mothers with PPD benefit tremendously from SNOO. The earlier it's used, the easier it is for bonding to occur and confidence to grow. ”

Nataly Cohen, LCSW,
UCLA PPD Intensive Outpatient Program