



# Welcome to Personalized Sleep & Postpartum Care.

100%

## Success Rate

Sleep deprivation is a prevalent problem new parents in the U.S. face, with **7 in 10** parents **losing over 130 of sleep in the first year of being a parent**. This significantly impacts their **productivity, mental health, and the cognitive development** of their babies.

Sleep & Cradle® is a Health Technology Company specializing in advancing sleep health as a critical aspect of maternal and child health. We help new parents and their babies sleep well from inception and restore sleep to parents struggling with sleep deprivation via our telehealth program and in-person service.

- We provide 24/7 support to parents with daily data analysis during our Baby Sleep Telehealth program
- Educational resources through Pregnancy and Postnatal
- Newborn Care Specialist/Baby Nurse services.



## 1 BABY SLEEP TELEHEALTH PROGRAM

Provides evidence-based, 24/7 expert support tailored to improve sleep health for parents, infants, and toddlers. **Developing a strong foundation for lifelong sleep success.**

- Understanding Baby Sleep Basics
- Establishing Bedtime Routines and Sleep Associations
- Sleep Training Techniques and Approaches
- Troubleshooting Common Sleep Challenges
- Maintaining Progress and Long-term Success

You will have **unlimited support** from the baby sleep experts during the program.

## 2 BABY SLEEP STRATEGIES CLASS

Understanding the **sleeping cues, patterns, and behaviors are vital**. This class also provides safe sleep practices that ensure the well-being of your baby and reduce risk of danger like SIDS.

- Understanding Sleep Cues & Behaviors
- Navigating Infant Sleep : Patterns, Needs & Solutions
- Cultivating Healthy Sleep Rhythms & Establishing a Bedtime Routine
- Ensuring Safe Slumber: Proactive Steps Against SIDS
- Designing a Supportive-Sleep Environment

You will also learn how much your newborn should sleep and when you can expect your baby to sleep through the night.



### 3 BREASTFEEDING/FORMULA FEEDING CLASS

The basic skills for successful breast feeding and formula feeding so **you can feel more comfortable and confident once your baby arrives.**

- Nourishing Your Baby: Breastfeeding and Formula Essentials
- Optimizing Feeding: Latch, Positions, and Safe Formula Practices
- Mastering Milk Expression: Pumps, Bottles, and Storage Essentials.
- Balancing Work and Feeding: Strategies for the Working Parent
- First Bites: Preparing for Solids

Designed to optimize your feeding experience and make the shift to solid foods a positive and enjoyable milestone for both you and your baby.

### 5 TRANSITIONING TO SOLID FOODS

This comprehensive Transitioning to Solid Foods Class **will teach you the recommended age to introduce solid foods.**

- Is Your Baby Ready? Spotting the Signs for Solid Foods
- First Tastes: Crafting a Menu for Your Weaning Baby
- Cultivating Nutritional Variety: A Baby's Guide to Balanced Diet
- Safeguarding Your Baby: Understanding and Managing Food Allergies
- Mealtime Milestones: Nurturing Happy, Healthy Eaters

Whether transitioning from formula to solids or from breastfeeding to solids, introducing solids to a baby requires patience, creativity, and knowledge.

### 4 CHILDBIRTH PREPARATION CLASS

Sleep & Cradle® offers essential childbirth preparation. Providing guidance for both mothers and fathers. From **physical, emotional, and mental readiness to practical tips for the big day.**

- Pregnancy and Body Changes
- Physical and Emotional Preparation
- Antenatal Care and Vaccination
- Birth Plans and Communications
- Labor, Delivery, and Postpartum

Our on-demand childbirth preparation video series was curated for you to navigate pregnancy with ease and confidence.

*"My twins in less than 2 weeks are now able to sleep through the night. They have done a lot of clinical research and are well established."*

**Leva Family**



## BABY CARE BASICS CLASS

Learn all the basic baby care you need to know before heading home with your newborn. At this class you will learn **diapering, dressing, swaddling, and beginner baby care tips.**

- Basic Infant Care
- Newborn Characteristics: Understanding your Baby's Unique Features
- Infant nutrition: Nourishing Your Baby, Your Way
- Crying: Understanding Your Baby's Language
- Bathing and Swaddling: Comforting Rituals for Restful Nights
- Safe Sleep Practices - Reducing the Risk of SIDS

Empowering soon-to-be parents as they navigate this exciting journey with confidence.

## NEWBORN CARE SPECIALIST SERVICE

Provides expert care for newborns offering support to parents by establishing **healthy sleep routines, managing feeding, and ensuring the baby's safety and well-being.**

- Newborn Care Specialists are better equipped to handle newborns and provide more comprehensive guidance to families.
- Offer more specialized and intensive care compared to overnight nannies, or doulas with expertise in managing sleep schedules and supporting new parents.
- Services are typically scheduled from 7 pm to 7 am or 6 pm to 6 am, with a minimum of 12 hours and 30 nights required for booking.

Experienced professionals who specialize in newborn care with a thorough background check, ensuring a clean.

## RESULTS FROM SLEEP & CRADLE®

✓ **100% Success Rate**

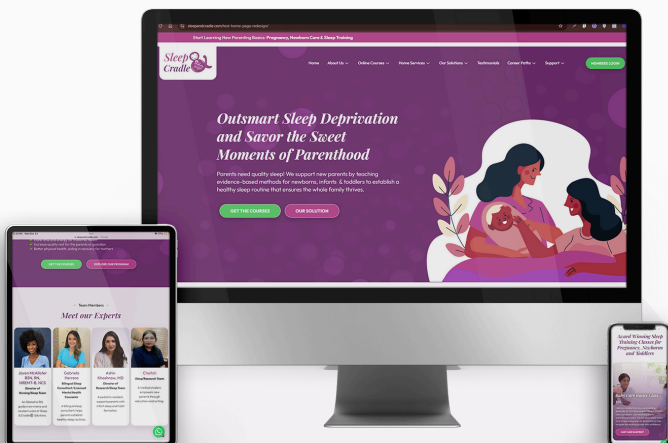
✓ **517+ Families**

✓ **147% improved maternal mood** and emotional well-being in 5 days

✓ **147% enhanced sleep quality for both** parents and their babies in 5 days

✓ **147% strengthened family relationships** and less stress between partners in 7 days

✓ **147% increased productivity and confidence** in parenting in 3 days



**Ready to start a conversation?**  
**Click here to schedule a call.**

