









# WHAT IS YOUR KANGAROO CARE I.Q.

Over 40 years of research has proven that in the early months of life, Skin-to-Skin contact, also referred to as Kangaroo Care, creates remarkable benefits for you and your baby.





NüRoo products are designed around a simple principle. Closest to Mom. Best for Baby.

## DID YOU KNOW?

Kangaroo Care triggers a hormonal cascade that delivers the following advantages for baby...

 accelerates brain development	 reduces crying + stress	 regulates body temperature	 encourages breastfeeding
 improves quality of sleep	 enhances immune system	 stimulates weight gain	 synchronizes heart rate + breathing

...as well as the following advantages for mom.

 reduces risk of post-partum depression	 increases milk production
 speeds recovery time	 promotes psychological well being

## SKIN-TO-SKIN CONTACT

speeds recovery time for mom as **increased levels of maternal oxytocin** are released while mom is holding baby in Kangaroo Care, which in turn

- Reduces Postpartum Bleeding
- Increases Pain Tolerance
- Reduces Blood Pressure
- Lowers Cortisol Levels (stress hormone)

Just **ONE HOUR** of Skin-to-Skin restores the right balance for optimal GI function in an infant's digestive system.

## THE NAKED TRUTH

Dad + baby receive almost the identical, remarkable benefits of snuggling Skin-to-Skin as Mom + baby. Plus, it aids in Dad responding with nurturing and affection toward baby, allowing him to better bond with baby.

Kangaroo Care helps infants achieve deep or "Quiet Sleep" for 60 minutes or more.

*Quiet Sleep is beneficial for accelerating brain patterning and maturation.*

