

ABOUT THE BABY BOX CO.

Inspired by the maternity packages that the Finnish government has been sending to all expectant mothers for 75 years, our Baby Boxes serve as a cozy bed for infants up to eight months old. Each Baby Box includes a custom mattress so that it can be used as a bassinet, along with other new parent must-haves from our favorite brands. The Baby Box Co. is proud to be the first company to offer traditional Baby Boxes to consumers outside of Finland.

To help you make the most of your new Baby Box, we've provided details about its contents below. We hope that you love using your Baby Box as much as we loved creating it!

THE TRADITION

For 75 years, Finland's expectant mothers have been given a box by the Finnish government that serves as a starter kit for their new baby. It contains clothes, blankets, and other newborn necessities, and the box itself, which is lined with a mattress, is used as the child's first bed. It is believed that these baby boxes have helped Finland achieve one of the world's lowest infant mortality rates, thus saving countless infant lives over the years.

The box is now an established part of the Finnish rite of passage towards motherhood, uniting generations of women and contributing to Finland's ranking as one of the best countries in the world for mothers to live.



The Baby Box Co. is so proud to share this special tradition with mothers worldwide.

WHAT IS BABY BOX UNIVERSITY?

Baby Box University (www.babyboxuniversity.com) is an online educational program that we have developed to help new parents learn all about pregnancy and parenting. Unlike other resources, Baby Box University is exclusively focused on maternal health and early child development: from the antenatal stage through toddlerhood. Every Baby Box from The Baby Box Co. includes a premium Baby Box University membership. We hope you enjoy using this exciting platform as much as we have enjoyed putting it together!





SAFE SLEEP

Here at The Baby Box Co, we are passionate about sleep safety. We encourage all new parents (and other caregivers, such as grandparents) to remember the basic rules of safe sleep, which should be followed for all naps and nighttime sleeping:

- 1. Your baby should sleep alone, without other people or objects in the sleeping space.** Although room-sharing (i.e., the parents and baby sleeping in the same room) is encouraged, bed-sharing is statistically dangerous. Also make sure to keep all items such as loose blankets, pillows, stuffed animals, and bumpers out of your baby's sleeping space, as these items are suffocation hazards.
- 2. Your baby should always sleep on his or her back.** Never put your baby stomach-down for sleep, but do encourage your baby to engage in "tummy time" during supervised playtime.
- 3. Your baby should always sleep in a crib, bassinet, or Baby Box,** never in a sleeping space that is not intended for babies, such as an adult bed or couch. Your baby needs to sleep on a firm sleep surface that is covered by a fitted (not loose) sheet. Do not use a car seat, carrier, or swing for sleep.
- 4. Protect your baby from overheating.** You should dress your baby in no more than one layer more of clothing than you would wear to be comfortable. The ideal room temperature is between 63*-70* Fahrenheit.
- 5. Embrace a healthy lifestyle.** Get regular prenatal care during pregnancy and don't smoke, drink alcohol, or use illegal drugs during pregnancy or after the baby is born. Do not smoke or allow smoking around your baby, and make sure to bring your baby to all doctor recommended check-ups.

JOIN OUR COMMUNITY

At The Baby Box Co., we're committed not only to providing our customers with top quality products, but also to fostering a knowledgeable and welcoming community for new moms and dads. Please join The Baby Box Co. family online; we're here to support you!

-  [Facebook.com/TheBabyBoxCompany](https://www.facebook.com/TheBabyBoxCompany)
-  [Twitter.com/TheBabyBoxCo](https://twitter.com/TheBabyBoxCo)
-  [Pinterest.com/BabyBoxCo](https://www.pinterest.com/BabyBoxCo)
-  [Instagram.com/TheBabyBoxCompany](https://www.instagram.com/TheBabyBoxCompany)



WARNINGS

1. Baby Boxes are not intended as transportation devices and should never be lifted with a baby inside.
2. To prevent risk of fall, keep Baby Box on the ground or other equally sturdy surface.
3. Lid is not for use while baby is inside the Baby Box.