



Press release

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Bringing up baby – using a sling

If you've been inspired to use a sling by the Channel 4 Programme "Bringing Up Baby", you'll be interested in a new article by Anne Dhir, full of tips on how to use a sling with your newborn baby.

Using a sling with a newborn

Nothing prepares you for the upheaval of a new baby. You think you've read all the books, heard all the advice. Yet when comes the time of caring for your own baby, one word comes to mind: overwhelming! It is noon before you get a chance to get dressed, and the trying game of guessing if the baby is fussing because she's hungry, tired, or just bored. Without mentioning that she is hungry the minute you walk out that door...

You might have heard the same suggestion more and more often: get a sling.

Get a sling? How would that help?

Baby carriers are more than just a **way of transporting** a baby from point A to point B, as you would use a pram. Try carrying your baby as you go about your daily life, tidying the house, making dinner, going out shopping, seeing friends... Turn your baby carrier into a parenting tool, a way to help you respond to her needs while getting some of your freedom back. Wear your baby!

Carrying your baby in a sling provides THEM with a **gentle transition** from being carried in the womb to living in the outside world and gives YOU a chance to have your **hands free**.

A lot of mums come to 'baby wearing' with their second child. They realise that getting through the day will be a lot easier with their **hands free** and without a baby screaming in the background. Hence the idea to choose a **comfortable sling**, pop the baby in and get on with the day.

Holding your little one close to you gives the baby a lot of **mummy-time** which they would not have if you have older children to care for. "This is particularly important for me as I have three children under 5 to care for", says Donna of Orkney.

Using a sling makes it **easier to feed the baby**. Some mums manage to feed the baby in the sling, inside or outside the house. Some slings provide enough privacy

that most people would have no idea you're breastfeeding the baby. "I haven't managed to feed Jabob in the sling, says Fiona from Wighouse, but he tends to **go a little bit longer between feeds** in the the sling, giving more time to do things."

Parents of babies suffering from reflux are often distressed about little they can do to relieve their baby's pain. "Noah has **reflux** so lying down for any length of time is painful for him and leads to **long screaming fits**. We were struggling to keep him happy at first but I have now cut out dairy which has helped and we keep him upright all day. As soon as I get up in the morning, I get dressed, put on a carrier and wear him", says Bee of Aberdeen.

This is only a small sample of the information available. To read more tips and articles, go to www.calinbleu.com . To meet up with other mums who use slings, share tips and have a coffee, visit www.slingmeet.co.uk, or call 0845 862 0073, Mon - Fri 10am - 4pm. Calin Blue Wraps cost from £37.50.

##Ends##

Notes to editors

1. For media enquiries, call Antonia on 07900580668, or email press@calinbleu.com
2. Go to www.calinbleu.com/press.php for hi res images and more.
3. The story of Calin Bleu: Calin is the French word for hug. Calin Bleu - Blue Hug – is the result of one woman's search for a great way to carry babies and toddlers. Anne Dhir couldn't find a comfortable sling for her baby daughter, Odaline. Anne says, "I loved carrying her, but my back was always aching, although she was still small." Anne researched fabrics and designs, and came up with the perfect combination. Starting small, Anne made wraps for friend's babies. Soon, people were stopping her in the street to ask about the wraps. Anne says, "I was even asked to sell the wrap I was wearing. This made me really confident that my wraps would appeal to parents looking for a safe and comfortable sling to carry their children". The website was the next step, making Calin Bleu baby carriers available across Europe. Calin Bleu was founded in 2005. The company is based in Scotland, supported by a fantastic team of retailers across Europe.
4. More quotes from mums: Why mums use a sling:

*I can get things done easier with both my **hands free**. Carla, Pembrokeshire*

*It is like the **nurturing** he received when he was in my womb. Carole, Herts*

*To make them feel **safe and loved**. Tracy, Gwent*

*Held aloft by my side, **she sees the world as I see it**. Esther*

*I want to make the most of **being close while they are young** because it won't be long before I'm just carrying them financially. Julie, Peterborough*

*I can sing to her, cuddle her, play with her, feel her warmth, her heart beating, **feel at one together**. Julie, Surrey*

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