

# Kangaroo Care Innovation

Faster recovery for premature babies  
thanks to a MEANINGFUL design with a  
PURPOSE

Innovation by BEIBAMBOO®

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# Background

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# *Kangaroo Care*\* is one of the few things a parent can do, that actually helps a preemie\*

*Skin-to-skin* is proven to lower **both the baby's and the parent's stress levels**, thus aiding in recovery and lowering the risk of infections. Kangaroo care can be done by the father or mother, allowing the baby to hear and feel mum's familiar, unique **heartbeat** and to smell **her scent**. This helps **bonding**, which is very important for both baby and parent. The chest of a person is the warmest place on the body, which **reminds the baby of the conditions inside the womb**.

Kangaroo Care is **recommended by all NICUs and WHO**, and is especially important for babies born via c-section.

**Studies show the more kangaroo care is given to a preemie, the faster he/she heals.**

\* [STUDY HERE!](#)

# Numerous studies show that Kangaroo Care

...benefits preterm infants, the parents , and the infant - parent bonding.

- an **effective pain relief method** for preterm infants of all sizes.
- supports preterm infants' **motor, mental and cognitive development** as well as their **growth, sleep and brain functions**
- reduces morbidity and offers safety

For the parents, Kangaroo Care offers a role as a preterm infant's parent and caregiver. It also **enhances the parent-child relationship** and helps in coping with the situation. Kangaroo Care improves early interaction and **promotes breastfeeding**. **For seven amazing benefits of Kangaroo Care, read [here!](#)**



## Why?

Skin-to-skin coaxes the mother to produce breast milk, which is important for the baby's intestinal "good" bacteria growth and promotes (especially a preemies non-existing) immune system.

# What is a preemie?

*\*\*Baby born before week 37/40\* Source: [WHO](#)*



## A baby born before week 37/40

**Premature babies** and their families face big challenges that can affect them for years.

- **1/10 babies are born too soon**  
This number is on the rise
- **The emotional toll is big**  
This also has a cost on society
- **The cost of preemie care is 3 billion P/A (in the USA)**  
Even small steps in lowering this figure can mean huge savings

More than **15 million** babies were born prematurely globally in 2016

THAT'S MORE THAN THE  
POPULATION OF  
**SWEDEN AND  
FINLAND**  
COMBINED



Due to all vital leads, cannulas and monitoring equipment, giving Kangaroo Care to a preemie is **not as easy as it sounds.**



### How?

The baby is placed naked (with a diaper) on mums (or dads) naked chest. All vital tubes and cannulas rest in place attached to baby and monitors.

**Kangaroo Care is beneficial ONLY if no pain or stress is caused to the baby or parent AND if the parent feels safe and comfortable.**

**If these criteria are not met, more harm than good is done.**



# Most parents are wearing...

- A regular tube top with or without...
- ...an oversized shirt that can be buttoned
- A hospital gown backwards (opening in front)
- A loose T-shirt or tank-top
- A blanket or throw

# ...during Kangaroo Care

(Survey with 109 respondents. Available on request)

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# Problem

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# Why do existing choices on the market **not work?**

- If parent falls asleep, the baby might glide down the front OR
- The baby cannot be removed fast, or easily, in case of an emergency OR
- To dress it requires the parent to bend forward (risk of baby falling) OR
- The parent feels exposed OR
- Proper wash/hygiene is not possible
- Fastenings are weak and can break in wash

(Detailed study on competition upon request)



For a parent to do Kangaroo Care, s/he needs to feel secure, not too exposed, and foremost, be assured that her baby **is safe**. S/he needs to feel **relaxed and comfortable enough to take a nap!**

# Imperatives for a functioning Kangaroo top are...

- **Safety** - secure minimal risk of baby falling or sliding down
- **Security** - fast and easy removal of baby in case of an emergency
- **Monitoring of baby has to be easy** - no leads or cannulas should be difficult to check or be crumpled
- **High level of hygiene** - fabric and fastenings must withstand hot industrial wash (at least +60°C)
- **Comfort and design** - making the parent feel secure and not too exposed
- **Safe and soft materials** - breathable, non chafing or scratching especially for baby

# Other wishes from the NICU care personnel

- As few sizes as possible for ease of choice → The Beibamboo top is limitlessly size adjustable
- An acceptable price-point, also for parents → Beibamboo makes smart designs with a minimal amount of pattern pieces and fastening systems
- Variety of colours and patterns that also suit the fathers, as they are very important too → Beibamboo choses gender neutral designs/colours

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# Solution

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Beibamboo<sup>®</sup> has addressed **all** important issues and is delivering a **superior Kangaroo Care top**, in order to encourage more Kangaroo Care all over the world. This increase will have a **positive effect on babies health, lowering parents stress-levels and strengthen the national economy**, both immediately and in the long run. The innovative garment can also be used for skin-to-skin on any healthy baby up to 3 months\*, and is ideal for breastfeeding on the go.

\*no maximum baby weight limits are available yet

# Beibamboo offers a superior Kangaroo Care top that **delivers** both on **imperatives and wishes** - and **adds a few extras for a unique experience**

- **Safety** - no risk of baby falling or sliding down, allowing for hands-free carrying
- **Security** - fast, easy removal of baby in case of an emergency
- **Monitoring of baby is easy** - including observation of wires attached to the feet
- **High level of hygiene** - industry safe washable in +60°C
- **Comfort and design** - makes the parent feel secure and not too exposed
- **Safe and soft materials** - anti-bacteria treated, breathable, hospital-grade fabric
- **Size adjustment** - Only two sizes (S/M & L/XL), colour-coded for ease of choice. Suitable for big and small babies as pouch is also adjustable.
- **Gender neutral colours** that suit fathers too

## EXTRAS INCLUDE:

- **No seams inside** - neither against the parents or the baby's skin
- **Generous hood** - for privacy and discreet breastfeeding. Can be pulled over parents eyes for napping (NOTE: recommended only while in reclined position!)
- **Can be wrapped around the shoulders** - for extra coverage & additional privacy
- **Large pockets** - for keys, tissues, mobile...
- **Anti-bacteria treated fabric** by Finnish Medanta

Retails at 99€ incl. VAT 24%



Take baby on chest. Let flaps hang loose on the side.



Pull inner long flap and wrap around your back..



Pull inner short flap and make a knot with the long flap at your side.



Adjust to fit baby



Handy pockets on the outer lapels are handy for any personal items.



Breastfeed in privacy, as the lapels offer cover.



Added privacy.



Or use the hood..



...for taking a nap in darkness



Seamless Design, inside and out



The Beibamboo design team, together with TAYS, have succeeded in delivering a superior piece of clothing **THAT WORKS** in order to give babies more Kangaroo Care.

We focus on **MEANINGFUL** designs with a **PURPOSE.**



### How?

By designing together with NICU care personnel.

Founder, Nina Ignatius has experienced the NICU herself. (Pictured here with her daughter.)

# What people are saying

"I have never seen a top like this - it seems very comfortable and it is also really stylish! The most important thing is that a baby can be removed quickly in case of an emergency"

"This new top will make kangaroo care so easy to do, especially because all the wires that don't need be disconnected."

"There are no other tops that take into consideration that virtually all preemies have monitoring equipment attached to their feet also. Or if they do, they are not comfortable to wear"

*Positivity towards specially designed, functional wear*

# About the company

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Beibamboo has already designed functional clothing for use in the NICU, that have won numerous awards.

**One in three NICUs in Finland use Beibamboo clothing**, making Beibamboo a trusted partner who understands the challenges.



"Beibamboo clothes are ingenious, especially the baby grows. Absolutely the best for our department."

*Marjaana Johansson, nurse  
Jorvi / Jorvi Hospital, Helsinki,  
Children's Ward L2*

# Thank you

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