



Natures Sway

baby hammocks & slings

Press Release March 2010

In light of recent concerns about the safety of baby slings, Natures Sway Limited would like to ensure that the public are correctly educated about slings and their use. We would like to take this opportunity to allay any fears in regards to sling safety.

Natures Sway is a NZ based business with a 16 year track record. In this time we have been closely associated with community groups and support services allied to the health of new born infants, as well as our retail outlets. On the whole, we are proud to say that the feedback from our products is very good. Over the years we have maintained a presence at the Parent and Child Shows nationally, where we have been able to interface with our customers directly, and at times we have modified our designs where we saw fit to do so, especially if there was the slightest concern in regards to infant safety. In 2008, we added our gold safety loop feature to the sling to prevent the slightest possibility of any danger arising from clasp failure.

Current concerns with regards to design failure are focused specifically on the “bag sling” type of baby slings, and on the incorrect positioning of babies, which can place babies at risk of suffocation. The recall of the U.S. based Infantino ‘Slingrider’ design, highlights the danger of babies being positioned in a ‘C’ shape in any sling. This position can block baby’s airways, as it inclines the head towards the chest. The Natures Sway sling is a unique combination of a pouch sling, a ring sling and a hip seat with a padded shoulder strap and two adjustable buckles. We have always maintained that well designed slings allow you to use the fabric on the diagonal, this means you place baby on the outside wall of the sling rather than along the center like it’s a hammock or a bag! With this in mind, Natures Sway would like to remind both current users and potential customers that the correct placement of small babies in what we call The diagonal cradle position is of utmost importance. We acknowledge that using the sling is a bit of an art that at times might feel like origami, (you actually twist the sling to make the baby straight) but just the few moments taken to get it right will lead to a satisfying experience for both baby and Mum (or Dad!).

Your Natures Sway sling should display a line of stitching to indicate the correct placement of baby’s head and spine on the diagonal. Hopefully the instruction leaflet you received upon initial purchase was helpful in guiding you in the correct use of your sling. If you are still confused please check our website for additional photos showing the correct placement of baby in the various positions suggested, depending on your baby’s stage of development. Remember, ALWAYS ensure that your baby’s face is clear and visible at all times; and finally, please do not hesitate to e-mail or phone us with any feedback, we welcome it!

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