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# Newborn Package : 34+ weeks of pregnancy & the fourth trimester

## Who is it for?

Bloss have created a package for expectant mums and dads, the perfect gift to yourself or a loved one who is due. We have you covered, giving you access to sleep consultants, lactation specialist, reflux and baby massage content, and developmental newborn baby flashcards.

## Benefits:

Easily digestible guides with the added amazing benefit of being able to ask the expert a direct question for further support you.

1-1 sleep consultation, discount codes. and closed chat forum.

## What's included?

- Positive Birth Company: Birth Preferences Birth Template.
- The Daddy Sleep Consultant : One-to-one online newborn sleep consultation (0-8 weeks)
- Antenatal + Newborn online sleep course
- Heidi Skudder: Sleep Guide (6 - 12 weeks) + direct access to ask Heidi a question.
- Alissa Pemberton: The Expectant Parents' Essential Breastfeeding Guide + direct access to ask Alissa a question
- Practical Child's Baby Flashcards
- Sarah Patel's Dummies Guide + direct access to ask Sarah a question
- Baby Massage article + Ask Chris a question
- Reflux article + direct access to ask Sophia a question
- Access to closed chat forum due date group.

# Newborn Content Overview

34 weeks

A Birth Preferences  
Downloadable  
Guide

0 - 8  
weeks

Newborn Sleep  
Routine 1-1  
Consultation  
+ Antenatal  
Newborn Course

6 - 12  
weeks

Tiny Baby Sleep  
Routine 1:1 +  
Ask the expert a  
question

Breastfeeding

The Expectant  
Parent's Essential  
Guide to  
Breastfeeding  
+ Ask the Expert a  
question

Flashcards

Newborn Vision  
Development  
flashcards

Dummies

Guide + Ask the  
expert a question

Reflux

Article + Ask the  
expert a  
question

Baby  
Massage

Article + Ask the  
expert a  
question

A note from us

With each of the guides  
and articles, you have  
direct access to ask the  
expert a question for  
further support.

# What's included in the newborn package?



## **The Positive Birth Company Birth Preferences Template**

Birth preferences are a great way to confidently communicate your wishes for the big day. At around 34 weeks, your midwife will ask to go through your 'birth plan' with you. We don't like to reference this as a plan, as birth can sometimes be unpredictable, but being prepared will help you feel empowered and in control.

Filling the preferences out with your birth partner will ensure they are fully involved with the birth and can advocate for you when the day comes, in case you cannot. The template is a digital editable PDF or, if you prefer, you simply print it off and fill out by hand. Share a copy with your midwife weeks before your estimated due date and have a copy to hand in your hospital bag.

## **Newborn Sleep Consultation for 0-8 week old babies, The Daddy Sleep Consultant.**

What's included?

This is a 1-hour video call giving you everything Chris wishes he had known about sleep before becoming a Dad, to help you lay solid foundations for your baby. It's also an opportunity for you to ask any questions you have around sleep for your baby. This call also includes:

- Safe Sleeping Overview
- Creating the perfect sleep environment
- Practical tools to implement excellent and long-lasting sleep habits
- Strategies on implementing successful daytime and night time routines
- My Antenatal & Newborn online course (worth £29)





## **Tiny Baby Routine by Sleep Consultant, Heidi Skudder**

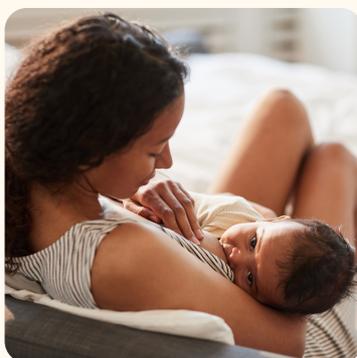
Downloadable Routine for a 6 – 12 week old baby, based on Heidi's extensive experience working with hundreds of babies of this age.

## **Expecting a baby? Planning to breastfeed?**

This e-book has everything you need to know! Written by experienced midwife and lactation consultant, Alissa Pemberton, this book is a compilation of years of experience working with new and expectant mums. From how to build your milk supply, practical techniques to help your baby latch, to expressing and introducing bottles, as well as step by step instructions to troubleshoot common problems like newborn weight loss and mastitis. This book is your bible for the early weeks of breastfeeding. With expert advice, as well as a day by day guide to the first week of breastfeeding, you'll know exactly what to expect, and be armed with all the knowledge to deal with those little bumps in the road.

## **Dummies .... should your or shouldn't you?!**

This is a question Sarah Patel gets asked often. In this downloadable guide, Sarah will cover everything you need to know about dummies, such as the pros and cons of introducing a dummy, tips on how to use dummies, safety guidelines on the use of dummies, and tips on how to wean your little one off the dummy.





## **Baby Flashcards**

Babies can focus best with high contrast images like black and white. One of the first colours they can see is red. The downloadable flashcards included are designed by The Practical Child - experts in child development - to help stimulate your baby's vision.

## **A Guide To Reflux**

Although it is estimated that 4 in 10 babies suffer from reflux, we are still shocked to hear stories almost daily of misdiagnosed babies, under supported parents and months of distress for both baby and parents which could have been avoided if dealt with correctly. Although Alissa works 1:1 with families dealing with reflux, Sophia wants to widen the support she offers and therefore she has written this article to help demystify, clarify and offer practical advice on reflux for those families working through their reflux journey.

## **How does a baby massage help them sleep?**

A lot of us think of baby massage as being a new phenomenon, as it has only been popular in the Western world in recent times and some may even think of it as a bit 'hippy dippy' and just for earth mummas! However, evidence of baby massage has been found in India, Africa and Asia dating back 3000 years and it has been passed down from generation to generation as a routine and everyday part of normal baby care. In the West, we are just beginning to discover the benefits of baby massage for both babies and their caregivers.





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