

# the BEST you can do FOR YOUR BABY

Get him the **AMBY BABY MOTION BED**



- Endorsed by world renowned pediatrician Dr William Sears
- Ensures longer sleeping hours, soothes colic & reflux
- Now used in maternity wards & childcare centres
- Award Winning Design. Safety tested/patented in USA, Japan, UK, Australia, Germany, NZ, Switzerland

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James

For more information on the Amby log on to [www.ambybaby.com](http://www.ambybaby.com) & [www.askdrsears.com](http://www.askdrsears.com)

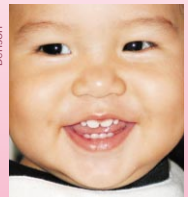
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Sole Distributor for the Amby Baby Motion Bed in  
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All Trade Enquiries Welcomed



Benson

A happy Amby baby

The Amby can be converted into a bouncer for older babies

# Why I Recommend The A

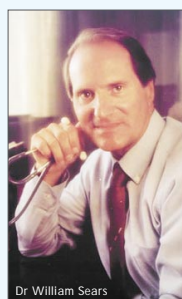
“ Throughout my 35 years as a pediatrician I have had the privilege of watching thousands of new parents enjoy the joys and trials of parenting. Virtually every one of these parents at one time or another asks me, “ How do I get my baby to sleep better ? ” ”

– DR SEARS

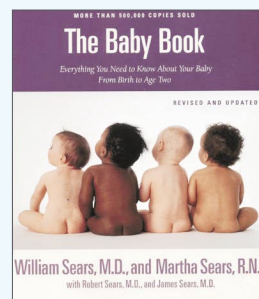
Parents face a dilemma when it comes to sleep issues. They want their babies to sleep better, but most are reluctant to take the “cry-it-out” approach. I faced the same decision with each of my eight children. My wife, Martha, and I chose to take a natural approach to nighttime parenting that has been dubbed “the family bed”. We brought our babies into bed with us because they slept better, and even more importantly, we slept better. I encourage parents to share sleep with their baby if they feel it is the best sleep situation for them. Babies should sleep wherever they, and their tired parents, get the most sleep.



The Amby Baby Motion Bed



Dr William Sears



*The Baby Book* written by Dr William Sears is one of the most popular baby care books in the world. Dr “Bill” as he is often called is one of America’s most renowned pediatricians. He is the author of 23 books on child care. A medical and parenting consultant, he has appeared as guest over 100 prime time television shows. His other books include: *The Pregnancy Book; The Birth Book; The Discipline Book; Parenting the Fussy Baby; The Family Health and Nutrition Book.*

For some easy-going babies a crib often works well, and parents can enjoy a good night’s sleep together in their bed. Other babies may have more nighttime needs and wake frequently at night if sleeping alone. Such babies often sleep soundly if snuggled up next to mom. If parents sleep well with baby in their bed, then sleep sharing creates a wonderful bonding environment for sleep time.

# Amby Baby Motion Bed

— DR WILLIAM SEARS

What happens when a baby doesn't fit into either one of these categories? Baby doesn't sleep well in a crib, so the parents bring baby into their bed. But baby is a restless sleeper, and her squirming, grunting, and periodic night-waking interfere with mom's and dad's sleep. The result – tired and grumpy parents who can't function well during the day. Well-meaning friends and relatives advise, "Just let baby cry it out. She'll learn." To many parents, this approach just feels wrong. But they have to get their sleep.

Finally there is a perfect answer for the restless sleeper! The Amby Baby Motion Bed. It gives restless babies what they need most to stay asleep – motion! After all, babies are constantly carried around for the first nine months of their life (inside the womb). It's only natural that they would continue to crave the same continuous movements outside the womb. Traditional cradles and baby swings rock baby in a back-and-forth motion, but the Amby gently bounces baby in all directions – back and forth, up and down, and side to side. Ever watch a mother or father soothe a fussing baby? They are gently bouncing and rocking baby in an almost dance-like fashion. The Amby hangs on a free-moving spring which provides the same natural motions each time baby stirs or moves during sleep. Instead of fully waking because baby is not moving, the gentle Amby motions lull baby back to sleep.



**BENEFITS & FEATURES**

- Flexible sleeping arrangements
- Longer sleep durations
- Soothes babies with reflux and colic conditions
- Provides a warm swaddling environment
- Safety tested
- High quality materials
- Portable and adjustable
- Can be converted into a bouncer for older babies

“ Finally there is a perfect answer for the restless sleeper! The Amby Baby Motion Bed. ”

— DR SEARS

The Amby is also perfect for babies with colic or gastroesophageal reflux. Such babies often sleep better in an upright position. The Amby Hammock keeps baby in a slightly upright angle, which decreases acid irritation during sleep. Baby sleeps better, and parents sleep better.

Best of all, the Amby fits anywhere. Parents can keep baby right next to their own bed for easy access when baby does wake up during the night. Parents can bring baby right into their own bed for nighttime feedings, then keep baby in their bed or place baby back into the Amby. The Amby can replace baby's crib in the nursery, and can be used anywhere in the house for naps and even awake time.

I am excited about the Amby because it fits with any style of nighttime parenting. It gives parents and baby a good night's sleep, and allows parents to enjoy flexible sleeping arrangements with baby. It's the perfect alternative to the "cry-it-out" approach for restless sleepers and tired parents.

ENDORSEMENT BY DR. WILLIAM SEARS

# Reasons For Getting Th

## Flexible sleeping arrangements

The Amby fits easily in any room of the house and can be moved from room to room wherever you need baby to sleep. A corner of the living room or kitchen is a perfect place for baby to nap nearby. The hammock bed can slide right up next to your bed so you can easily reach baby during the night when you need to bring baby into bed with you.

**The bed sits 30cm off the ground so baby can easily see you while you gently bounce the Amby to lull baby back to sleep.**



## Longer sleep durations

The Amby Motion Bed is specially designed to promote longer and a more restful sleep for your baby. Parents often find that their baby is restless and cries during the night. The Amby's design addresses many of the reasons why baby may be unable to get a good night's sleep.

Babies love to be swaddled – it gives them a feeling of security. The hammock provides the natural elements baby experienced for over nine months in the mother's womb. Babies are born into a world that is unlike anything they have experienced inside the womb. They crave closeness and motion.

Conventional cribs are firm and flat and provide little sense of security for baby. The Amby Motion Bed gives baby a slightly upright, soft, curved and contoured surface that gives baby the same snuggled feeling as your loving arms.

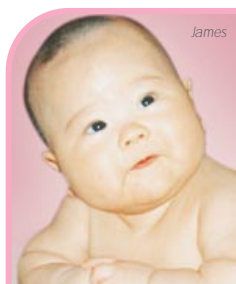
## Provides a warm swaddling environment

Babies love to be cuddled and swaddled, and their favorite place to sleep is often snuggled close in mom's or dad's loving arms. When it is time to lay your sleeping baby down, the Amby's soft bed and sides keep baby warm and snug throughout the night. The Amby Baby design promotes airflow to keep baby comfortable even in warmer weather.

## Safety tested

The Amby is a safe place for your baby to sleep. The product has been thoroughly tested to international standards by the world's leading testing agencies. Refer to the following websites [www.ambybaby.com](http://www.ambybaby.com) and [www.babyhammocks.com](http://www.babyhammocks.com) for the Amby's Awards and Test reports on its safety features. No fire retardants are used in the Amby Baby bed.

# e Amby Baby Motion Bed



## Soothes babies with reflux and colic conditions

The happy Amby Baby is soothed from his reflux and colic conditions because of the natural movement the Amby generates. The Amby simulates the mother's womb providing security, peaceful movement and snugness.

A Happy Amby Hammock Baby

## High quality materials

The Amby is made of very high quality materials.

- The hammock sling is made of 100% cotton that is durable, breathable, and shrink resistant. The hammock sling is safety tested to 45kg.
- A two-inch foam pad provides a soft and stable sleeping surface within the hammock. This provides a distinct advantage over traditional sheet-type baby hammocks which are too confining.
- The sturdy steel frame won't bend, rust, or lose its supportive ability over the years.

The *spring* and *cross bar* are made of quality steel and designed to hold up to 45kg.

## Portable and adjustable

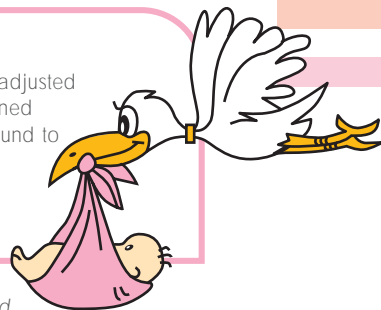
### PORTABLE

The Amby Baby Motion Bed is portable and comes with a carrying case. It is compact and weighs only 12 kg.

You can bring it easily on trips or when visiting friends and families or move it from room to room in the house.

### ADJUSTABLE

The hammock can be adjusted easily to a pre-determined angle that has been found to give the best comfort to babies.



The Amby Baby Motion Bed is available from [www.baybsupplies.net](http://www.baybsupplies.net) and selected baby product stores in Singapore, Malaysia, Thailand, Brunei, Philippines and Indonesia.

# Frequently Ask

## Q Does the hammock impede the rolling over process?

- A The hammock has all the above ingredients of the womb. Babies sleeping in the hammock tend to wriggle and move around as they do in the womb, more than in a conventional bed. This helps development and muscle toning.

Rolling over is but one aspect of the learning process. Babies can roll over on a mat or the floor when they are awake and playing. The hammock is for sleeping as opposed to a crib which is often doubled up as a bed and a playpen. When babies sleep in the Amby hammock, they do not confuse it as a place of play although they do play in it once they learn to arch their backs and activate the rocking motion.

Babies sleeping in the hammock have a tendency to wake up slowly and usually in a good mood. The state of half sleep is prevalent as the movement lulls them back to a state of sleep or half sleep.

They tend to be well rested and happy once they are fully awake. They use their hands to touch and explore the side walls of the hammock, they look around and they enjoy the little movements that the hammock gives them. They love that feeling of suspension / floatation.

## THE INVENTOR

The Amby Baby Motion Bed was invented in Australia by **Mr Ambrose Hooi**.

An award winning design, the Amby is safety tested and patented in USA, Japan, UK, Australia, Germany, NZ, Switzerland.

The Amby Baby Motion Bed was recently endorsed by Dr William Sears, America's foremost pediatrician and author of 23 books on baby care.

[www.askdrsears.com](http://www.askdrsears.com) and  
[www.ambybaby.com](http://www.ambybaby.com).

Designed and engineered in Australia and made under license in China.

Fully guaranteed for one year against manufacturing defects.

Get it online from BayB Supplies  
[www.baybsupplies.net](http://www.baybsupplies.net) or from selected baby stores.

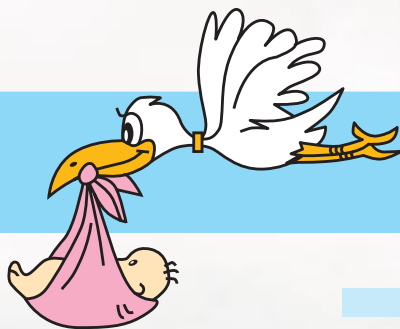
## Q Is the Amby Baby Motion Bed safe? Has there ever been SIDS or other injuries attributed to the Amby Hammock?

- A Extremely safe. Babies sleep in the SIDS, Sudden Infant Death Syndrome, recommended Supine - on the back position - in the hammock and no part of hammock design can harm a baby. Arms and legs cannot be caught in railings, air flows freely through the hammock and with a height of only about 30cm off the ground with a baby in it, you will be free from the nagging worry of your baby falling from the full height of a cot.

The Amby has been used extensively in hospitals, childcare centres and thousands of homes in Australia for the past 13 years. The National Surveillance for Injuries from Nursery Furniture Use (Aust) monitors all injuries resulting from nursery furniture use. To date, there has not been one single case of injury or SIDS attributed to our hammock.



# ed Questions



## Q How does the hammock help relieve the symptoms of colic and reflux conditions?

A Colic is usually a recurring condition that affects some 25% of young babies. The actual cause of colic is yet unknown, but among the factors that have been implicated are intestinal gas pains (small bubbles of air or gas trapped inside a baby's under-developed intestines) and nervous tension.

When a baby is bounced gently to sleep in the Amby, it has the effect of 'pushing' the intestinal gas along and releasing the trapped bubbles of air, which make the baby more comfortable.

The rhythm of the spring action also has the incredibility to soothe a baby, easing nervous tension, relaxing the muscles and fists being clenched and 'limping' the whole body, making the baby comfortable.

Gastroesophageal reflux is often caused by an incoordination of the baby's upper intestinal tract. They tend to spit up or throw up frequently after a feed and if a baby cries all the time, they fill their tummies with air, grunt and strain. This can make the reflux worse.

There are, however treatments that can help relieve the symptoms of chronic reflux. Apart from medication, one of the more effective treatments is positioning. Theoretically, the best sleeping position is where the baby's upper body is slightly elevated. You can achieve this position easily with the Amby Baby Motion Bed.

The Amby's ability to relax and pacify a baby helps. The 'head' end of the hammock can be easily elevated to an angle that is best for a baby with reflux.

## Q Would you recommend an electrical hammock?

A No. Electrical hammocks present two problems:

- US and Australian laws are extremely strict with regards to electrical attachments to cots and beds for babies. And with good reason.
- Research in the US has revealed that a baby subjected to constant rocking will find transition to a dead still bed difficult. Furthermore there will be no bonding between mother and child if babies were thrown into the hammock with the hammock switched on. Philosophically we feel that parents should talk or sing to their babies when rocking them to sleep.



*A baby will usually wake up slowly and quietly in the Amby, soothed by the gentle bouncing of the hammock initiated by baby's own small movements, instead of the abrupt arousal often experienced in a crib.*

## ACCESSORIES For The Amby Baby Motion Bed



### Converting the hammock into a bouncer for older babies

The Amby Baby Motion Bed can be converted into a Jump Jump. Two products in one! Amby designed and patented its very own Jump Jump for exclusive use with its frame. As baby is weaning from the motion bed and starting the first steps to walking, the Jump Jump becomes a great second use for the frame and spring.



#### Amby Baby wedges

- Prevents baby from rolling on to his tummy
- Centres your baby in the hammock
- Does not restrict your baby's movements
- Can be adjusted to fit newborns and older babies

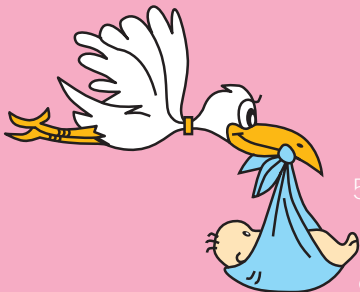
#### Mosquito Net and Fitted Sheets

Are also available for the Amby Baby Motion Bed.

#### The Amby Baby Motion Bed is available in 3 colours

- White • Off white • Blue

Sole Distributor for the Amby Baby Motion Bed in  
Singapore | Brunei | Malaysia | Thailand | Philippines | Indonesia  
Also available: other Baby • Maternity • Nursing • Hobby products



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