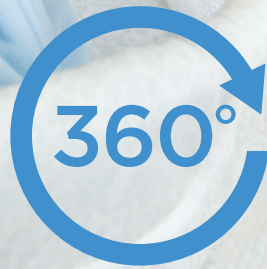


New!



Swivel Brings
Baby Close for
Safe Sleep

Safer for Baby.
Easier for You.

HALO
bassinest
swivel sleeper

HALO
bassinest™
swivel sleeper

The Safe Sleep Revolution is Here

The revolutionary HALO® Bassinest™ Swivel Sleeper is the only infant bassinet that moves. Now mom can sleep as close as she wants to her little one while her baby sleeps safely in his separate space. And the more it moves, the less mom has to - which makes taking care of baby throughout the night a lot easier.

Swivels
360°
to bring
baby close



Watch and see how
easy it can be.
Visit HALOBassinest.com

Reduces
Bed-sharing
Risks



Swivel Brings Baby to Mom
For Close, Safe Sleep

Ideal for
Caesarian
Mothers



Rotates to Make Getting In
and Out of Bed Easy

Facts About Bed Sharing

- The American Academy of Pediatrics recommends parents room share, but not bed share. Room-sharing has been linked to a reduced risk of Sudden Infant Death Syndrome (SIDS).
- Accidental suffocation accounts for nearly 1,000 infant deaths every year in the U.S.
- According to the American Journal of Public Health, 64% of the infant deaths occurred when the babies were sharing a sleep surface with someone else.
- While only 11% of expectant moms plan to bed share, 65% resort to it after the baby is born.



Side Lowers, So Tending to Baby From Bed is Easy

Auto-return ensures baby always sleeps safely.



Easier to See and Easier to Soothe

Baby is visible at eye level for easy soothing, while mesh walls provide maximum breathability



Stable Base Adjusts to Fit Beds 24" to 34" High

Ideal for small spaces, requires only 32" (81 cm) clearance.



Soothing Made Simple

Includes 3 lullabies, 3 nature & womb sounds, 2 levels of vibration, nightlight and nursing timer, each with 30 minute auto-shutoff.

ADDITIONAL FEATURES

- Generous Storage Pockets
- Durable Stain-Resistant Fabric
- Coordinating 100% Polyester Fitted Sheet Included (also accommodates most 16 x 30 in. bassinet sheets)
- Meets or Exceeds All CPSC and Health Canada Standards For Bassinets
- JPMA Certified

SPECS

- For babies up to 5 months of age
- Weight Limit: 30 pounds
- Height adjusts to fit 24-34 in. bed heights
- Three AA batteries included
- Product Weight: 30 lbs.
- Carton Dimensions: 35 x 12 x 9 in.
Approximate size subject to change.
- Base: 32 x 32 in.
- Legs: 21 in. each (43 in. tip-to-tip)
- Overall Height: 36 in (at its lowest position)
- Bed Exterior: 33.5 x 22 in.
- Bed Interior: 30 x 18.5 in.
- Front Wall - Upright: 10.5 in. | Retracted: 5.5 in.
- Back Wall: 12.5 in.

Complimentary Bassinet Swivel Sleeper Retailer Support Kit*

Retailer Kit Includes:

Point-of-Sale Materials • Consumer Brochures • Video for In-Store, Online Use • Digital and Social Media Materials
Safe Sleep Event Planning Kit • Sales Training Support • Consumer FAQ's



On-Product Point-of-Sale Display



Hanging Point-of-Sale Sign, Printed on Both Sides



Consumer Brochures



Table Top Sign



Window Cling



Video for In-Store, Online Use

*Provided free with minimum initial purchase of 4 units per store location.

National “Safer for Baby, Easier for You” Marketing Campaign

HALO® will support the introduction of this revolutionary new product with a robust national integrated marketing campaign, including:

- Prenatal Advertising • Public Relations Campaign • Prenatal Mom Events
- Social Media Campaign • “Mommy Blogger” Blitz Campaign
- Dedicated Website • Marketing Support Through Over 5,000 Childbirth Educators
- And More!

HALO® Helps Babies Sleep Safely

Our founder, Bill Schmid and his wife lost their first born to SIDS. From this tragedy, HALO and its mission were born. For 20 years we've created products, like the HALO® SleepSack® wearable blanket that helps babies sleep safer, educated parents about safe sleep practices and supported non-profit organizations like First Candle/SIDS Alliance and the Canadian Foundation for the Study of Infant Deaths. Today, HALO is recognized as a trusted safe sleep expert with more than 1,250 hospital nurseries in North America using the SleepSack wearable blanket to help babies sleep safely from the start.



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