

Show Special pricing available on select HALO products during the month of September! Orders will be accepted September 1st until September 30, 2014 for "at once" shipment. See enclosed for the newest styles and product pricing. Please fax your orders to (952) 278-1000 or to your HALO Sales Representative.

## NEW HALO™ Bassinet™ Swivel Sleeper Models to be Revealed at ABC Show



100% Cotton Fitted Sheet Solid White

Market reaction to the new HALO™ Bassinet™ Swivel Sleeper has been extraordinary! At last year's ABC Show, it was introduced with great fanfare when it earned the prestigious JPMA Innovation Award. Over the past several months it has been recognized by both the media and the marketplace as a breakthrough in the bassinet category for its innovative features that are revolutionizing how parents are sleeping with their babies. We are excited to continue to build on this momentum with the release of two new models at the ABC show!

**Stop by to see our new model of the Bassinet Swivel Sleeper Premiere Series (our original platform) plus the first model in our Bassinet Swivel Sleeper Essentia Series.**

The Essentia Series offers parents a simplified model with all the core benefits of the swivel sleeper at a more moderate price point. Effective November 1st, MAP for the HALO Bassinet Swivel Sleeper Premiere Series is \$249.99 and \$219.99 for the Essentia Series.

**In addition, we are also introducing a custom fitted sheet for Bassinet – it's a "must have" for parents when they buy the Bassinet Swivel Sleeper. This 100% Cotton sheet (in solid white), with unique hourglass shape and envelope closure design will ship in October.**

## NEW! SleepSack Wearable Blanket Styles for 2015

Visit our booth at the ABC show to see our new SleepSack® Swaddle and SleepSack® designs for 2015. We're certain you'll fall in love. The SleepSack Swaddle is available in size Newborn (6-12 lbs.) and Small (13-18 lbs.) SleepSack wearable blankets are available in size Small (10-18 lbs.), Medium (16-24 lbs.), Large (22-28 lbs.) and X-Large (26-36 lbs.). **100% Cotton and Micro-fleece styles shipping January 2015.**



To see the entire collection of new styles, see our New Release Sell Sheet

## Muslin SleepSack Wearable Blankets Now Available in Size Large and XL!

Due to overwhelming demand we are excited to announce that we have expanded our available sizes of 100% Cotton Muslin SleepSack wearable blankets! Now available in size Large (22-28 lbs), and X-Large (26-36 lbs). **Shipping September.**



## Michigan Signs 'Infant Safe Sleep Act' to help Educate Parents about Safe Sleep

This past May, Michigan enacted Public Act 122 of 2014 that will require hospitals to educate parents about the risk of infant death due to unsafe sleep practices. This is welcomed legislation as more than 130 Michigan children died due to unsafe sleep practices in 2013, according to the Department of Human Services. As a leader in safe sleep, HALO applauds this legislation to help bring awareness to new parents. Since 2005, HALO has been working with hospitals throughout North America by partnering with them via the HALO Safer Way to Sleep® Hospital program which provides health professionals with the tools to model and educate parents about safe sleep before they go home with their child. To date, more than 1,300 hospitals participate in HALO's unique program.



## Must Have Winter Styles Keep Little Ones Warm on Cool Nights

We have the perfect answer for parents to help keep their little ones warm on cold wintery nights or in cool air-conditioned rooms: Don't miss out on our new SleepSack Winter Weight and SleepSack Big Kids! With its TOG rating of 2.5, the SleepSack Winter Weight is made of 100% jersey cotton and will keep baby sleeping safe and sound in cushion-like comfort. Available in size Small (10-18 lbs) and Medium (16-24 lbs). For your preschoolers, who often kick off their covers at night, we have two new SleepSack Big Kids styles in micro-fleece! SleepSack Big Kids available in sizes 2-3T and 4-5T.

**All Styles Now Shipping.**

Blue Moose

### SleepSack® Big Kids



Lilac Snowflake

### SleepSack® Winter Weight



Pink Snowflake

Blue Penguin



HALO Innovations, Inc., 111 Cheshire Lane, Suite 700, Minnetonka, MN 55305  
888-999-HALO | www.halosleep.com | sales@haloinnovations.com



©2014 Halo Innovations, Inc. Form 1015 Rev. 8/14