

The Newborn Sleep Guide

When you welcome your newborn into your life, you can't help but wonder where the phrase "sleeping like a baby" comes from! Newborns actually do sleep a lot – in fact most sleep up to 16-18 hours a day – but never for more than three or four hours at a time. It may comfort you to know that sleep deprivation is a rite of passage that every new parent goes through. Welcome to parenthood!

It's normal for your newborn to wake frequently.

For the first few months, your baby will fall asleep and wake up at all hours of the day (and night!). Respond to your newborn quickly when he or she wakes up. Most newborns are unable to settle themselves on their own. Later, when your baby is older – approximately two to four months old – you can give your baby a chance to comfort him or herself.*

Back to Sleep™

To lessen the chances of SIDS (Sudden Infant Death Syndrome) always put your baby down to sleep on his or her back, not the tummy. Your baby should sleep on a firm mattress, with no fluffy or loose bedding, no stuffed animals and no pillow.*

Your newborn baby may awaken for many reasons.

Most often because he or she is hungry or needs to be changed. Be aware of a sudden change in your baby's sleep patterns – it may signal illness, a hunger-inducing growth spurt or teething pain.*

Learn your baby's signs of being sleepy.

Every baby is different. Many become fussy or cry when they get tired, while others will rub their eyes, pull on their ears, or even stare off into space.*

The first few weeks of your baby's life are all about adjustment –for your baby and for you. It's too soon to expect structured sleep patterns, so take your cues from your baby.*

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What you should avoid.

You should avoid caffeinated beverages after lunch to help yourself sleep at night. If you're nursing, consider giving up caffeine altogether. You should also avoid alcohol and smoking if you're nursing. In addition to all the harmful effects of smoking you already know about, consider this: second-hand smoke has been associated with an increased risk of SIDS.*

Teach the difference between night and day.

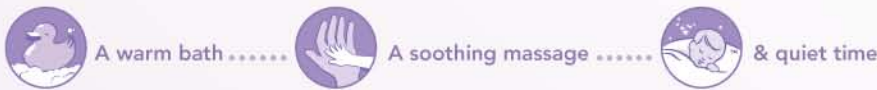
When your baby sleeps during the day, keep the lights on and keep sounds at normal levels. At night turn off the light or use a night-light, feed and diaper your baby as calmly and quietly as possible. Soon you will notice your baby's longest periods of sleep occur at night.*

Let everyone sleep better.

And remember to use your baby's naptime as a time to catch up on sleep yourself. As tempting as it is to use naptime to get things done, you'll be able to cope better if you nap when your baby does.*

Create a nighttime routine.

Even at this early age, a nighttime routine will help your infant learn that it's time for sleep. Try a **three-step routine** that includes:



Your nighttime routine can also include a feeding, a rocking session, and a soothing lullaby. To learn more about creating a nighttime routine that will help your baby sleep better, visit Johnsonsbaby.com/sleep.



Our new products, enriched with NATURALCALM™ essences, a unique blend of gentle ingredients and soothing aromas, can help your baby sleep better when used as part of a regular nightly routine. JOHNSON'S® is the first and only brand that's clinically proven to help babies fall asleep easier and sleep through the night better. To learn more about our products, visit Johnsonsbaby.com/sleep

New Resource for Sleepy Babies (and Parents)



Get personalized advice on helping your baby get a better night's sleep with the Customized Sleep Profile from JOHNSON'S®, a resource designed by world-renowned sleep experts Dr. Jodi Mindell and Dr. Avi Sadeh. You can also view a Q & A video with Dr. Mindell, watch instructional videos for bathing and massage, download lullabies, and more. Visit Johnsonsbaby.com/sleep to discover a better night's sleep for all.

*Adapted from Sleeping Through the Night: How Infants, Toddlers, and Their Parents Can Get a Good Night's Sleep by Dr. Jodi Mindell and from an article by the baby care experts at JOHNSON'S®