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## **THE CRANIAL CRADLE MATTRESS ...**

...may help prevent risk of SID in new babies.

SWAN POINT, MD—Did you know the soft tissue of an infant's head can be formed by their lying consistently on the back of the head? The Cranial Cradle Mattress is a special ergonomic crib mattress which features an integrated recessed area that is sized and contoured appropriately to accommodate the child's head and will prevent the formation of Plagiocephaly, otherwise known as flat head syndrome. The oval shape of the recessed area of this mattress gently cups the child's head and the second recessed oval shaped area accommodates the child's body. A soft cushioned blanket will also be included and is sized appropriated to line the recessed areas. The mattress can accommodate twin infants and can be turned over to the smooth side as the baby begins to turn over serving as a triple function mattress.

The Cranial Cradle Mattress was invented by Vince & Sheryl L. of Swan Point, MD. They said, "In recent years pediatricians have recommended that babies be allowed to sleep on their backs in order to stop the risk of Sudden Infant Death Syndrome. Any parent and child who have had to utilize helmet therapy because of Plagiocephaly will understand the benefit of the Crainial Cradle Mattress. It provides support without constricting head movement and prevents excess pressure on the infant's head. There are more than 4 million babies born each year and since parents want the best for their baby, we think it should start with the mattress."

EDITORS NOTE: Development of this product is being handled by Invention Resource International. For more information about licensing or sale, contact the Licensing Department at Invention Resource International, 2929 E. Camelback Rd, Suite 230, Phoenix, AZ 85016

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