



soothing babies for thousands of years

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Introducing ***hushamok***<sup>™</sup> baby hammock. A seamless marriage of function and style, that provides secure and comforting sleep for babies.

Hushamok, a new provider of high-end sleep solutions for babies announced today the launch of their inaugural product line. Every parent wants to keep their baby safe, comfortable, and secure and only the most trusted products will do. For thousands of years, parents have provided that comfort, safety and convenience with the soothing environment of the hammock. ***hushamok***<sup>™</sup> represents the newest evolution of a centuries old tradition. This exciting new product is available for viewing at booth #1322 from April 23- 25 at the 2007 JPMA Show.

***hushamok***<sup>™</sup> provides the ideal environment to encourage healthy sleep habits for babies. Made from high quality machine washable 100% cotton, the product's womb-like design keeps babies safe and secure, while providing comfort and well being. Its innovative leaf-spring design provides a gentle, rhythmic swaying motion, promotes longer and more restful sleep for babies, and a sleek design.

***hushamok***<sup>™</sup>'s sleek, steel frame, designed by industrial designers, holds a hammock made out of durable 100% cotton that is double lined and backstitched, and comes in an un-dyed natural, and also a vibrant pink, blue, green, and orange. It's contemporary style complements any room in a home.

“Parents don't have to compromise style to guard against potentially serious health concerns,” said co-founder Julie Soboil. By creating a restful and nurturing environment, ***hushamok***<sup>™</sup> enables babies to sleep soundly on their backs, which is a key recommendation in the prevention of SIDS. It promotes longer sleep duration with a gentle rocking motion, which helps restless sleepers and soothes colicky babies. ***hushamok***<sup>™</sup> also allows parents to keep their babies' heads slightly elevated to guard against infant acid reflux.

***hushamok***<sup>™</sup>'s uniquely designed stand harmonizes with any style and décor

is a welcome addition in the home. The versatile stand not only provides a sturdy anchor but it is also durable, lightweight and portable, making it ideal to utilize throughout the house or pack for travel.

***hushamok*** comes in a set complete with:

- ***hushamok***<sup>™</sup> Hammock: Made from high quality pre-shrunk machine washable 100% cotton that is double-lined and backstitched. The hammock is available in an au-natural, and also girlie pink, swimming-‘n-blue, granny apple green and sun kissed orange.
- ***hushamok***<sup>™</sup> Stand: The industrial design steel based stand is lightweight. It provides a sturdy anchor that is durable and portable, making it ideal for home and travel.
- ***hushamok***<sup>™</sup> Leaf Spring: The innovative leaf spring provides rhythmic rocking, which calms baby with the soothing sensation of a gentle swaying motion.
- ***hushamok*** Mattress: Each mattress is filled with hypoallergenic polyester and has been designed to fit securely in the hammock.
- ***hushamok***<sup>™</sup> Fitted Sheets: Two matching sheets made from 400-thread count 100% cotton that matches the color of the hammock. Additional fitted sheets can be purchased separately.
- ***hushamok***<sup>™</sup> Travel Bag: The stylish, durable cotton bag in matching colors stores and transports all hushamok parts.

In addition the hushamok underlay can be purchased as an accessory item:

- ***hushamok***<sup>™</sup> Underlay: The 100% lambskin underlay is designed to surround the mattress, is hypoallergenic and machine washable. The soft wool underlay is suitable for all climates, keeping baby warm in cool temperatures and naturally wicks away moisture in the heat.

***hushamok***<sup>™</sup> and accessories can be purchased through the company website by visiting: <http://www.hushamok.com>. For distribution inquires, contact Julie at [js@hushamok.com](mailto:js@hushamok.com).

Hushamok<sup>™</sup> mailing address:

PO Box 23028, Providence, RI 02903 or

PO Box 12296, Wellington 6144 New Zealand

### **About Hushamok<sup>™</sup>**

Founded by husband and wife team Mark and Julie Soboil, Hushamok specializes in the design and production of baby hammocks and accessories.

***hushamok***<sup>™</sup>'s products focus on innovative design, versatility and safety utilizing a centuries old tradition. For more information or to purchase ***hushamok***<sup>™</sup> products, please visit the company website at <http://www.hushamok.com>.