

Baby Basics



A Restful Bedtime Routine

(NAPSA)—Here's news many sleep-deprived parents will be happy to wake up to. In a recent study led by pediatric sleep expert Dr. Jodi Mindell and JOHNSON'S® Baby, researchers found that the use of a three-step nightly routine incorporating the JOHNSON'S BEDTIME line resulted in babies not only falling asleep easier, but also sleeping through the night better.

This three-part process consisting of bath time, a baby massage and quiet time had babies taking 37 percent less time to fall asleep, sleeping 20 percent longer and showing a 50 percent reduction in night awakenings.

Three Steps to Better Rest

Here's how it works:

1. Bath Time

Gather all necessary bath items, including towels, cleansers and washcloths. Splash some of the bathwater on your wrists to be sure the temperature is less than 120° F. Use one arm to continually support baby's head, back and neck, while using your other to lather up your little one with JOHNSON'S BEDTIME Bath, developed with NATURALCALM, a unique blend of essences proven to contain relaxing properties and warm, comforting notes.

2. Massage

After drying down baby, lay your baby on a flat surface and warm some JOHNSON'S BEDTIME Lotion in your hands before massaging with gentle, circular touches. Start with the face and work your way down, always



A bath and soothing massage just before bed may help your baby get to sleep faster and stay asleep longer.

maintaining eye contact to help baby remain calm and relaxed.

3. Quality Quiet Time

Next, ease your little one off to sleep with quality quiet time together. Read a story, sing a lullaby or just quietly enjoy each other's warmth. Choose what works for you and your little one, but to ensure that sleep shortly follows, your quiet time shouldn't exceed 20 minutes.

A Modern Response

Luckily, the modern mom now has a tool to keep all this at hand. With the recent launch of JOHNSON'S new BEDTIME App for iPhone, parents can track and monitor their baby's sleep patterns, get their related questions answered by pediatric sleep expert Dr. Jodi Mindell, and access a variety of other sleep tools and features such as playable lullabies and a soothing sound mixer.

For more information, visit www.johnsonsbaby.com/bedtime.