



# Instruction Booklet

Birth to 35lbs .100% Cotton .One size fits all

Visit [joeandjoebaby.com](http://joeandjoebaby.com) for instructional videos



**SAFETY  
MARK**

Conforms to  
BS EN 13209-2:2005



Read all instructions before using your Joy and Joe baby wrap carrier. Failure to follow each instruction can result in serious injury. Keep instructions and review them before attempting new carrying positions.

# Index

## IMPORTANT! KEEP INSTRUCTIONS FOR FUTURE USE

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### A warm welcome from the founder

A big thanks for choosing Joy and Joe baby wrap to carry your precious little one. It is my hope that you will enjoy carrying your baby using this baby carrier. Joy and Joe are the first names of my daughter and son respectively. The inspiration came during my NICU (Neonatal intensive care unit) experience in 2009 while I was nursing my son. Both of my children passed through the NICU and during my second experience, I learnt more about kangaroo care from the nurses on the ward and various hospital literatures. I was amazed at how kangaroo (skin to skin care) benefited my son and gave me comfort as well.

After years and years of researching, brainstorming and market research, I founded *Joy and Joe* because my children inspire me so much on a daily basis and baby wearing them over the years have allowed us to go through tough times together with big smiles on our faces. Ensure that you follow all written and visual instructions and you'll be amazed at how much comfort your baby can derive from being in close contact with you. I hope that you and your child will enjoy baby-wearing and bonding using *Joy and Joe* as much I enjoy designing them.

Cheers,



Mrs A. Osundeko  
Founder of *Joy and Joe*

# Important Safety Information



## IMPORTANT SAFETY INFORMATION FOLLOW INSTRUCTIONS FOR CORRECT USE **WARNING: Fall Hazard**

- DO NOT lean forward with the baby in the carrier
- WARNING: Your balance may be adversely affected by your movement and that of your child.

WARNING: Take care when bending over or leaning forward

WARNING: This carrier is not suitable for use during sporting activities. Small children can fall through a leg opening. Adjust wrap's loops to fit leg baby's legs snugly. When positioning shoulder straps, keep one hand on baby at all times. Extra caution should be exercised especially with preemies and newborn. Only use this carrier for babies up to 35 lbs (16kgs)

WARNING: First time users must PRACTICE using a realistic weighted doll or teddy. ALWAYS use the assistance of your partner when wearing baby for the first time. If you're still unsure, STOP and contact us or email to [info@joyandjoebaby.co.uk](mailto:info@joyandjoebaby.co.uk). We are always here to advise our customers

### WARNING: STRANGULATION HAZARD

Possible entanglement or strangulation injury. Keep carrier away from children when not in use.

### WARNING: TRIP HAZARD

Make sure all straps are securely tied and free from legs and feet when walking. Use caution to avoid the end of straps from getting caught in escalators, moving walkways, or closing doors.

WARNING: The carrier is not intended to be used for Baby facing out position.

- Before each use, please thoroughly inspect J&J baby wrap for any sign of damage and if the carrier is damaged do not use it until you have

# Important Safety Information

contacted us and it has been repaired by us. Always check to ensure that there are no rips or tears on the fabric before each user

Joy and Joe baby wrap complies with BS EN 13209-2:2005 ( safety standards for soft baby carriers) and cannot accept any responsibility for accident or injury as a result of improper use of this product or failing to comply with these important safety instructions. The maximum weight of a child using the carrier cannot exceed 35lb

Avoid using this baby carrier while cooking or being near a source of high heat. Should your child have a fever and need to be kept cool, we do not suggest that you use the baby carrier during this time. Similarly, due care should be taken on hot days. Please ensure that your child is kept cool and hydrated during warm weather and is wearing adequate sun protection such as a sun hat and suitable light-weight clothing to prevent overheating and sunburn.

Do not sleep or lie down while your baby is in the Joy and Joe baby wrap carrier.

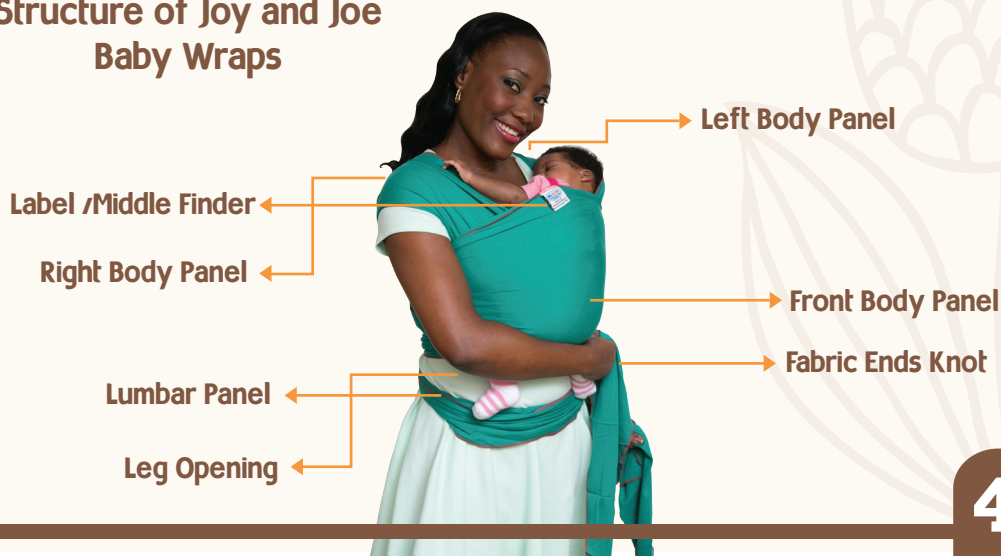
Joy and Joe is machine washable at 30 degrees C. Washing instructions also available on the reverse side of the label to act as a reminder for you. It can also be “spot cleaned” using a damp sponge and some mild detergent.

# About Joy and Joe Baby Wrap Carriers

Joy and Joe Baby Wrap is the super-comfy baby carrier with an integrated pouch design and manufactured in the United Kingdom using 100% natural cotton (interlocked jersey) with an ideal one way stretch. It is designed to enhance the special relationship between the wearer and the baby by offering a unique feeling of close contact. There are different carrying positions and It adapts itself to the baby's development and the wearer's build. Joy and Joe baby wrap also distributes the weight of your baby around your back. It utilises shoulders and back due to its fantastic width that moulds around your body and baby's.

The beauty of baby wraps is their versatility in that they can be tied in several ways without limitations due to the fact there are no nasty buckles or clips or snaps that bruises tender skins that babies have. Because this wrap is suitable from birth, little babies whose necks are developing will be well supported. Enough of fussy and crying babies as your baby will be comforted with the sound of your heart beat and body warmth enhancing mother-child bonding. Research pioneered by Dr Sears has emphasised the importance of babywearing backed up scientific statistics. If you're new to baby wraps, you can practise with a big teddy with a realistic baby size in order for you to have an understanding of how to carry your baby close and safely. Baby wearing is so sweet especially when you do it right. Please exercise patience when you're doing it for the first time. You can also ask a responsible adult to assist.

## Structure of Joy and Joe Baby Wraps





# Wrapping Instructions

A lot of other positions are derived from this basic hold. Please ensure that you watch our You-tube videos especially if you're a visual learner. You will also find a lot of help from our website and facebook page.

- Take your Joy and Joe baby wrap out of its unique pouch/pocket by gently unfolding it
- Find the Joy and Joe label at the centre of your wrap.
- Place the logo section/front body panel over your waist and wrap around your back



- CROSS the two panels behind your back and bring each side up and over your shoulders to the front.
- Tuck both pieces underneath the section with the logo or front panel and CROSS the right and left panels over your chest.

Tip: Make sure that panels cross each other high on your chest area and the wrap should fit around you snugly to ensure that sagging doesn't occur while you're carrying baby



# Wrapping Instructions

- Bring the two panels around your waist and tie a double knot. Depending on your body size, your baby wrap can be tied in front, side or at your back.
- Hold your baby securely as you would normally do!



- Now carefully pass one leg through each of the body panels and spread the wrap over your baby's bottom, back and shoulder. The wider you spread the wrap, the more comfortable it will be.
- Then pull the logo panel up and over your baby's bottom and back.
- You can uncover baby's hands so that baby can touch your face and play with you. Enjoy bonding with your precious baby.



# Helpful Tips

## HOW TO TAKE OUT OF YOUR WRAP

### HOW TO TAKE BABY OUT OF YOUR WRAP

- To take baby out of your baby wrap, gently pull the front panel of your wrap down
- Carefully lift baby up and out of your wrap



### ADJUSTING THE LEG OPENING OF YOUR WRAP

Adjusting the leg opening can be done by re-tying these fabric ends



#### TIP

Adjust wrap' loops to fit baby's legs snugly



# Helpful Tips

## USEFUL TIPS

- The front and back panels that are crossed in front of your body should be clinging to you very snugly to ensure that baby doesn't sag down whilst being carried
- The width of the baby wrap is intended to stretch over your baby for comfort
- During the summer months, you can keep baby cool by wrapping the front panels in a gathered manner(see our videos for more)
- When you cross the front panels to create an X that supports your baby, the panels should cross each other above your sternum (where your ribs meet). So, the higher the X, the higher your baby will be carried
- Avoid twisting the fabric of your wrap
- When your baby falls asleep, you can tuck his head under the right/left panels to give additional neck support but never allow baby's face to be covered with fabric. Ensure that baby's face is visible at all times( see TICKS below for more)
- To breastfeed your baby, you can gently slide baby into a cradle position and ensure that baby is returned to an upright position after feeding
- The biggest safety concern is presented when the baby wrap is not tied tight enough or is misused. Skype/video demos are available on special request
- The product is not a safety device on its own, it is designed to assist parents to carry their babies. However, parents are ultimately responsible for the safety of their child while he/she is in the carrier

## SAFETY INFORMATION

If you're finding baby wearing challenging, please exercise patience to allow you and your baby to get used to the experience. Baby wearing by wrapping is so sweet and comfortable especially when you do it right. These safety guidelines, originally published by the UK Sling Manufacturers and Retailers Consortium, are provided to both instruct on proper baby wearing techniques, and to reassure you that when done properly, baby

# Safety Information (TICKS)

wearing is completely safe and natural. A hard copy of this can also be found at the backside of your leaflet for you to keep.

## The T.I.C.K.S. Rule for a Safe Babywearing

Keep your baby close and keep your baby safe.

When you're wearing a sling or carrier, don't forget the **T.I.C.K.S.**



- ✓ **TIGHT**
- ✓ **IN VIEW AT ALL TIME**
- ✓ **CLOSE ENOUGH TO KISS**
- ✓ **KEEP CHIN OFF THE CHEST**
- ✓ **SUPPORTED BACK**



**TIGHT-** slings and carriers should be tight enough to hug your baby close to you as this will be most comfortable for you both. Any slack/loose fabric will allow your baby to slump down in the carrier which can hinder their breathing and pull on your back.



**IN VIEW AT ALL TIMES-** you should always be able to see your baby's face by simply glancing down. The Fabric of a sling or carrier should not close around them so you have to open it to check on them. In a cradle position your baby should face upwards not be turned in towards your body.



**CLOSE ENOUGH TO KISS-** your baby's head should be as close to your chin as is comfortable. By tipping your head forward you should be able to kiss your baby on the head or forehead.



**KEEP CHIN OFF THE CHEST-** a baby should never be curled so their chin is forced onto their chest as this can restrict their breathing. Ensure there is always a space of at least a finger width under your baby's chin.



**SUPPORTED BACK-** in an upright carry a baby should be held comfortably close to the wearer so their back is supported in its natural position and their tummy and chest are against you. If a sling is too loose they can slump which can partially close their airway. (This can be tested by placing a hand on your baby's back and pressing gently- they should not uncurl or move closer to you.) A baby in a cradle carry in a pouch on ring sling should be positioned carefully with their bottom in the deepest part so the sling does not fold them in half pressing their chin to their chest.

# Baby wearing and breastfeeding info.

## Benefits of baby wearing

Dr. William Sears, a paediatrician, coined the phrase attachment parenting. One of Sears' principles of attachment parenting is baby wearing and he attributes many benefits to baby wearing and the in-arms style of parenting.

• Benefits of baby wearing include:

- 1- Mothers' oxytocin is increased through physical contact with the infant, leading to a more intimate maternal bond, easier breastfeeding and better care, thus lowering the incidence of postpartum depression and psychosomatic illness in the mother.
- 2- Infants who are carried are calmer because all of their primal/survival needs are met. The caregiver can be seen, heard, smelled, touched, tasted, provide feeding and the motion necessary for continuing neural development, gastrointestinal and respiratory health and to establish balance (inner ear development) and muscle tone is constant.
- 3- Infants are more organized. Parental rhythms (walking, heartbeat, etc.) have balancing and soothing effects on infants.
- 4- Infants are "humanized" earlier by developing socially. Babies are closer to people and can study facial expressions, learn languages faster and be familiar with body language.
- 5- Independence is established earlier.[3]
- 6- Attachment between child and caregiver is more secure.
- 7- Decreases risk of positional plagiocephaly ("flat head syndrome") caused by extended time spent in a car seat and by sleeping on the back. Sleeping on the back is recommended to decrease the risk of SIDS. Cranial distortion resulting from non-vehicular time in car seats has shown to be more severe than in children who develop plagiocephaly from back-lying on a mattress. Concern over plagiocephaly has also led the American Academy of Pediatrics to recommend that infants "should spend minimal time in car seats (when not a passenger in a vehicle) or other seating that maintains supine positioning."None of the babywearing positions require infants to lie supine while being carried. Infants can even be worn while they sleep, also decreasing sleeping time spent in a supine position.

Studies of parent-child attachment, parental satisfaction and infant crying all point to baby wearing as an ideal solution for most parents to provide an optimum environment for attachment between parent and child. Baby carriers and slings help increase the number of hours of day an infant is held, and there is an inverse relationship between the number of hours spend crying and the number of hours a child is held in a given day. Even 3 hours per day of baby wearing reduces infant crying significantly, and at 13 months, babies who

# Baby wearing and breastfeeding info.

have been in soft carriers regularly are significantly more likely to be securely attached than babies who are carried in hard carriers

Baby wearing allows the wearer to have two free hands to accomplish tasks such as laundry while caring for the baby's need to be held or be breastfed. Baby wearing offers a safer alternative to placing a car seat on top of a shopping cart. It also allows children to be involved in social interactions and to see their surroundings as an adult would.. Slings can also be a fashion statement. They come in many different designs and colours and are available in many different types of materials, including silk, hemp, cotton, wool, fleece, and flax/linen]

## Benefits of baby wearing

Breastfeeding and baby wearing often go hand in hand. Many baby slings and other carriers offer mothers privacy and for many mothers, the option of nursing hands-free while tending to other activities or household chores. Not all mothers can nurse hands-free in a baby carrier. Large-breasted mothers and mothers of small or hypotonic infants may need to support the breast or help maintain proper positioning of the baby's head or body. Even so, a properly adjusted baby carrier can help reduce arm strain and allow a mother more freedom of movement while nursing, even if it does not allow her to be completely hands-free. Baby wearing can help premature babies and babies who are slow weight gainers to gain weight at a faster rate. Since the baby is held up close to the mother, the baby will be able to be nursed more often and often for longer intervals. Kangaroo care is well-studied and has shown clear benefits to premature and ill infants..

# From Joy and Joe Baby, UK

## Also from Joy and Joe baby, UK

Order your Joy and Joe baby wrap in a variety of colours for gifts, vacations, grandparents, holidays and events. Visit one of our retailers or order from [www.joyandjoebaby.co.uk](http://www.joyandjoebaby.co.uk)

### PLAIN J COLLECTION CHOOSE YOUR COLOURS



Red



Purple



Pink



Grey



Earth Brown



Mocha



Blue



Turquoise



Olive



Lilac



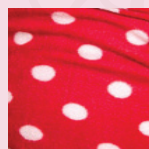
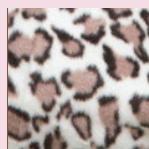
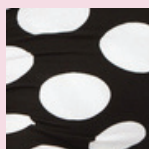
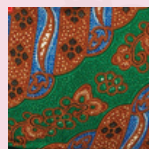
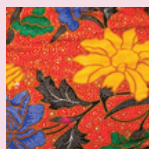
Green



Orange



### PANNELLED COLLECTION Choose any design/ theme over a hundred designs available





# Accessories



## AFRO-PANELS



## FUNKY BANDANA BIBS



## BABY BLANKETS



# Accessories



## WOVEN BABY WRAPS



The logo is contained within a light blue oval with a dark blue border. The background of the entire page features a light beige color with a faint, large-scale floral and paisley pattern in the corners. A dark brown horizontal band runs across the middle of the page, behind the logo oval.

**Joy and Joe**

SUPER COMFY-BABY CARRIERS