



Huggies® Promotes Safe Sleep During Safe Sleep Awareness Month

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The brand is giving away baby bodysuits to help educate caregivers on safe sleep best practices as recommended by experts

CHICAGO, Oct. 16, 2024 /PRNewswire/ -- October is Safe Sleep and Sudden Infant Death Syndrome (SIDS) awareness month. To help spread awareness, the Kimberly-Clark U.S. Huggies® Brand is giving away baby bodysuits that serve as a physical reminder back is best when laying baby down for nap and at night.

The National Institutes for Health shares the most effective action caregivers can take to reduce baby's risk of SIDS is to always place baby on their back to sleep¹. The back position is the safest sleep position for all babies, including preterm and those with reflux, until they are one-year old¹.

To keep this top of mind for caregivers of young children, Huggies and its partners at Huggies Babywear have created baby bodysuits that include the visual reminder of "This Side Up" printed on the front and "Turn Me Over" on the back. Caregivers can claim their free bodysuit at HuggiesWeGotYouBaby.com while supplies last.

"Huggies is dedicated to helping babies thrive," said Evan Scanzera, Huggies senior brand manager and dad of three. "Caring for an infant can be overwhelming and there's so much to learn. Having this visual reminder will help keep baby safe and educate caregivers on safe sleep best practices."

According to the Cleveland Clinic, SIDS is the leading cause of death in babies between one month and one year old in the United States, and about 2,500 infants die every year due to SIDS².

To further spread awareness, baby bodysuits will also be given to newborns at select Huggies Hospital partners across the U.S. during the month of October.

For more information on safe sleep best practices and how to reduce the risk of SIDS, please visit the [National Institutes of Health](https://www.nia.nih.gov/health/safe-sleep). For more information on Huggies, please visit Huggies.com or follow @Huggies on TikTok, Instagram and Facebook.

About Huggies® Brand

For more than 40 years, Huggies® has been helping parents provide their babies with love, care, and reassurance. From developing innovative, everyday products for babies to partnering with NICU nurses to create special diapers and wipes for the most fragile babies, Huggies® is dedicated to helping ensure all babies get the care they need to thrive. Huggies® is proud to be the founding sponsor of the National Diaper Bank Network, a national nonprofit dedicated to helping individuals, children and families access the basic necessities they require to thrive and reach their full potential including clean, dry diapers. Huggies® is also the national sponsor of nonprofit Hand to Hold, which provides personalized support before, during, and after NICU stays and infant loss. For more information on product offerings or our community efforts, please visit Huggies.com.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitad, Sweety, Softex, Viva and WypAll, hold No. 1 or No. 2 share positions in approximately 80 countries. We use sustainable practices that support a healthy planet, build strong communities, and ensure our business thrives for decades to come. We are proud to be recognized as one of the world's most ethical companies by Ethisphere for the sixth year in a row. To keep up with the latest news and to learn more about the company's 150-year history of innovation, visit kimberly-clark.com.

¹ According to the [National Institutes of Health Safe Sleep® Program](https://www.nia.nih.gov/health/safe-sleep)

² According to the [Cleveland Clinic](https://www.clevelandclinic.com/health/conditions/sids)

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