



## **Statement from Nancy Cowles, Kids In Danger on the recall of over three million infant loungers by The Boppy Company.**

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At Kids In Danger (KID) we were heartbroken, but unfortunately not surprised, by the announcement of eight deaths due to the Boppy Company Newborn Lounger prior to today's [recall](#) of the Boppy Original Newborn Lounger, Boppy Preferred Newborn Lounger and Pottery Barn Kids Boppy Newborn Lounger. We urge families with these loungers to contact the company and participate in the recall. These dangerous products must be removed from homes, childcare facilities, and the second-hand market.

Newborns and infants sleep safest on flat surfaces, in products tested and sold for sleep such as cribs, bassinets and play yards. Whenever a baby falls asleep in a non-sleep product, caregivers should move them as soon as possible to their safe sleep product. While the company may have warned about sleep, the intuitive use for a newborn lying on one is to let them continue to sleep on it. Supervision, even close supervision while sleeping in an unsafe product is not enough. Positional asphyxiation can happen even as a baby appears to be sleeping.

The new [Infant Sleep Product Rule](#) proposed by CPSC will assure that products sold for sleep are safe for unattended sleep for infants. Currently, too many products make their way onto the market that can appear to be for sleep, but do not provide a safe sleep environment. The Boppy Company has begun some safe sleep messaging with The Boppy Pledge and we urge them to aggressively work to reach all customers of their recalled products and users of their other products still on the market to avoid similar tragedies.

For more information on safe sleep visit KID's [page](#) or the information at [CPSC](#).

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