



lilititi
soothing swaddle

Press kit



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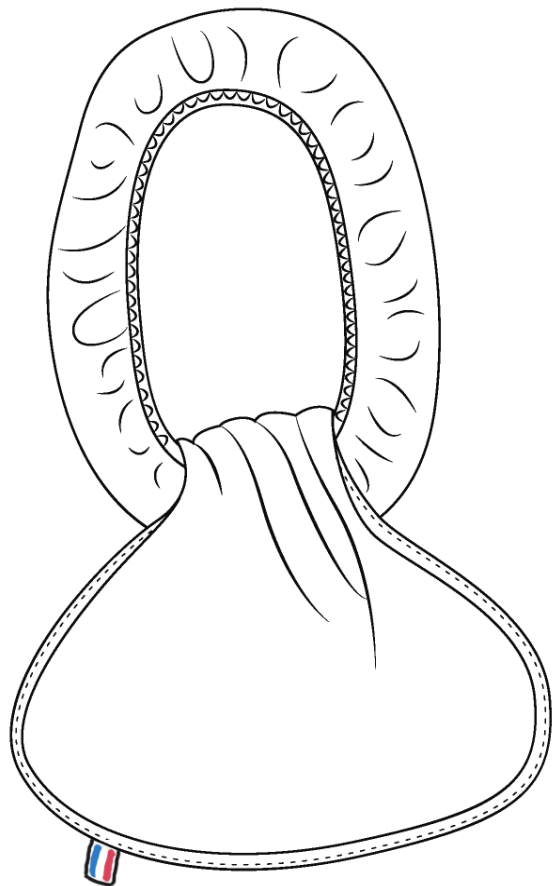
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lilititi:

It is a whole team...

From the outset, lilititi is a story of babies, health professionals, friendships between moms and dads.

It all starts with a shoot

France Télévisions, as part of its program "Les Maternelles" broadcast on France 5, installs a team at the maternity of Saint-Cloud.

Catherine Fontenel, childcare assistant in this maternity unit, regularly practices swaddling baths (method derived from Nidcap care for very premature babies). During one of her baths, she is filmed.

Follows a history of friendships

Catherine talks to her friends about the benefits of swaddling and also evokes the expectations and needs of parents ... this is the trigger, how to offer moments of calm and happiness to the newborn and his parents?

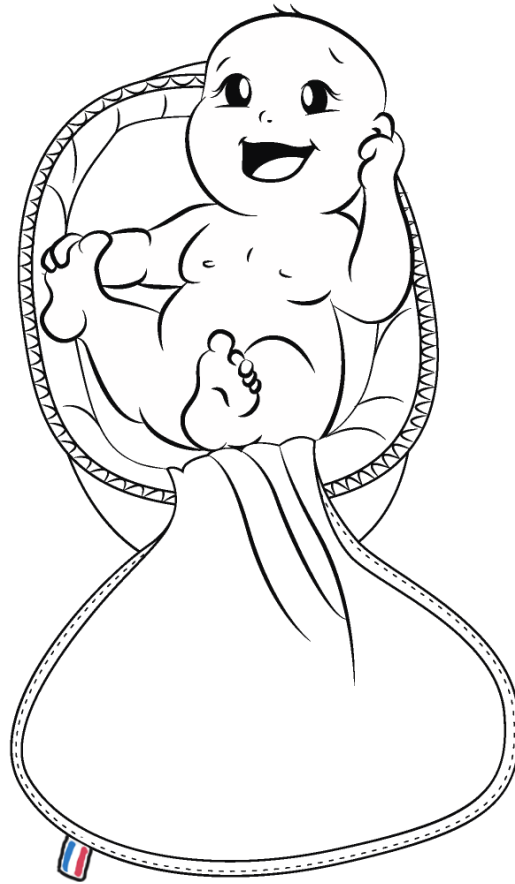
As always, it's a simple idea that stands out: **a swaddling envelope**.

Quickly, a first draft is born, then a second, a bib is added, finally a first envelope is adjusted on a celluloid doll.

This is how the story of the lilititi envelope begins.

Other tests are done on newborns (with the consent of the parents). **It works! Parents are asking where to buy it!**

From 2019, the lilititi company is created, it files a patent application with the INPI, ensures a "**French Origin Guaranteed**" manufacturing and an **OEKO-TEX** certification respectful of baby's skin.



Swaddling (from the 1st days to 3 months)

Why ?

Some newborns have uncontrolled movements, Moro reflex (archaic reflex of natural defence which causes a feeling of emptiness and nervousness) which generates crying, cries and agitation.

Methods

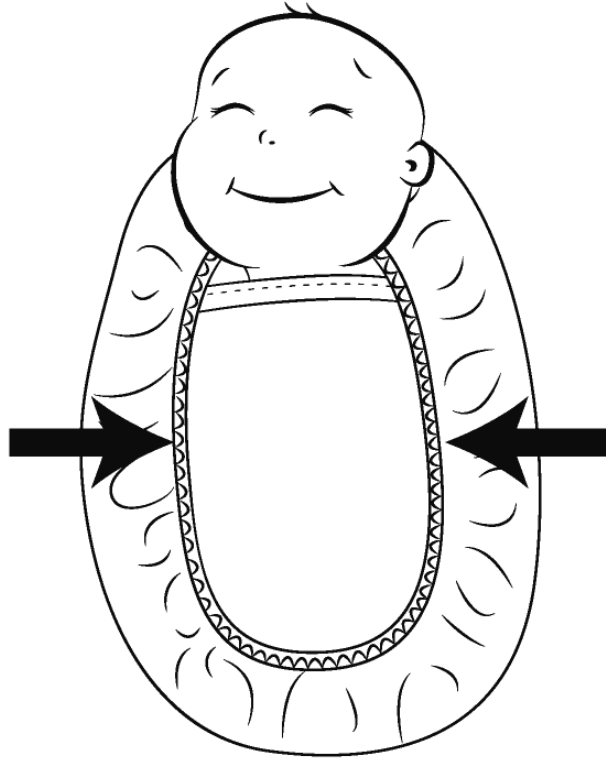
If the benefits of swaddling are recognized again, it nevertheless requires special attention on the method to be used. Indeed, the infant needs to regain the elasticity of his mother's belly and above all never be tight.

Always respect the physiological position (rounded back, folded legs, knees at navel level, hips and mobile shoulders, hands close to the face).

Common practise

The most used methods for swaddling are those called folding, these practices consist in positioning a diaper (generally square) in a diamond shape and then folding and folding it so that the baby is in the centre of it sufficiently contained, but always mobile in its movements.







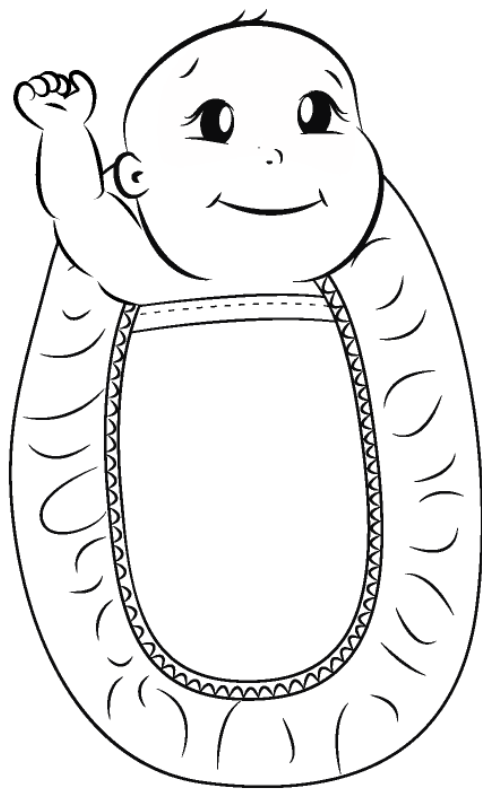
The lilititi envelope: an original concept

The lilititi soothing envelope allows, **without any particular technique**, to **safely** soothe the baby while being easy to use for parents.

The lilititi soothing envelope is used both in water (for a **swaddled bath**) and on a soft and comfortable surface (to **calm**). Its elasticity makes it possible to contain the baby enough without ever tightening it, it thus remains mobile and can move shoulders, legs and pelvis and stretch without difficulty.

The lilititi soothing envelope is a **natural product**, in **combed cotton** (very soft), from organic farming, and without risk of skin irritation for the child (no dye, button, velcro, staple, pressure, closure ...).

The lilititi soothing envelope will always return the baby to a **fetal position to reassure** him and relieve him of possible colic. Thus contained, the infant finds and experiences the same sensations as that known in the womb of his mother.





BVCert. 6018886



It is in Hauts-de-France that the lilititi envelope is produced. The **Lemahieu** company is one of the last French hosieries, created in 1947, it has a great experience and a solid reputation, today it employs more than 110 people.

This company, specialized in the manufacture of underwear, comfort and well-being, has its own production lines. It also integrates, within it, all the production chains (knitting, cutting, embroidery, assembly, quality control...), today its offer also turns to innovative textiles.

With its experience, its teams, and its entirely French production, it holds the "**French Origin Guaranteed**" label.

The lilititi soothing envelope is made of natural and organic cotton.

It has the Standard 100 by **OEKO-TEX Class 1** label which guarantees that baby's sensitive skin is preserved: no redness, eczema, irritation or allergic reactions.



Follow us on social media and contact us to find out more about the soothing world of lilititi!



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