



## GOING HEAD-TO-HEAD

New research from Trinity College Dublin has found that using a **Clevamama** ClevaFoam instead of a standard mattress can significantly reduce 'flat head syndrome', which is common in young babies. Deformational plagiocephaly, the medical condition more commonly known as flat head syndrome, affects many infants, especially since the introduction of recommendations to place sleeping babies on their backs in order to prevent cot death.

Torticollis can also lead to flat head syndrome. This condition is caused by a tight or shortened muscle in one side of your baby's neck, causing the head to tilt or turn to one side and resulting in the infant resting its head in the same position on a continual basis. The National Maternity Hospital (Holles Street) has reported seeing, on average, six cases per week. For the full range of products including mattresses, pillows and positioners, call into your local Mothercare or Smyths store. To read the report in full, visit [www.clevamama.com](http://www.clevamama.com).