



**FOLLOW
CORE**

Company introduction

User manual and tips for product Baby Wrap



What is FollowCore?

FollowCore is an organization that excels in ‘baby wrap’ accessories. Our primary product is a baby wrap that can be used to wrap up and carry your baby around without having to use your hands to do the same.

Other than that, FollowCore cannot be categorized merely as a company that designs baby products... No, it is a dream, dreamt by two friends, John and Vit, who wanted not just to run their own business, but also to help make the world a better place for others while doing so. That ambition led to the formation of FollowCore where the main goal of the entire company, from the CEO to the last intern who worked here, is to try and ensure that they satisfy all their consumers.

The vision of FollowCore’s two founding members is to ensure that customers get everything they want. However, this should not be done at the cost of the environment! For this reason, whatever a customer wants they should get but in a manner that is educated and responsible so that the environment around us is not affected adversely. And this reasoning is reflected in the products that FollowCore produces also. The organization always try to make sure that the materials that go into making our products are also the best and most environmentally friendly ones available.

This organization is one where everyone is interested in helping others out, and it extends to helping out other human beings also. Consequently, the idea of sharing and doing our bit towards CSR is one very big social responsibility that the FollowCore family is very big on. At FollowCore, the philosophy is not that the company and whatever products it produces are a perfect ones possible. However, the attitude behind the products and sales is as we try to ensure that every last one of our customers goes away happy and satisfied.

Product Description: Baby Wrap FollowCore

The FollowCore Baby Wrap is an innovative baby sling carrier that has been made out of cotton and spandex; 95% to 5% respectively. Its new design ensures that the Baby Wrap is the perfect and safest product to carry your baby around in. The increased length means that even heavier babies can easily be carried around in the wrap. Other than that, the Baby Wrap FollowCore is a 202 inches long, easily tie-able product that can become the biggest comfort of your life.

It is perfectly safe and even comfortable to wear if the weight of the baby you are carrying does not exceed 35 pounds. On average a 35 pounds baby would be around one to one and a half years old so while your little tyke's weight is absolutely perfect, you could, in most cases, carry the child around in the baby till they are around one and a half years old. By the time the baby is too big for the wrap, they will be old enough to walk beside you a little!

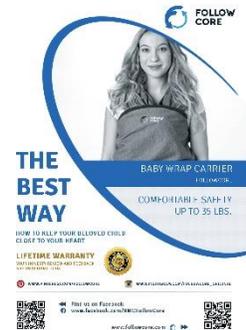
The best part of the FollowCore Baby Wrap is that once it is on and you are carrying your baby around in it, then your hands are perfectly free to do whatever else you want... you could go for a walk, prepare a salad, do the laundry, the dishes, in short, any number of daily chores and all the while knowing that your baby is perfectly safe and sound, nestled up to you.

We offer lifetime warranty also.



How to Use the Baby Wrap

To use the Baby Wrap, this is a very simple, step by step procedure that you could follow to ensure that you are not just using the FollowCare Baby Wrap, but that you are using it the right way also. This is of utmost importance because, at the end of the day, this is what is supposed to help keep your baby safe and make sure that no untoward accidents that could put your baby's health at risk, occurs. Tying up the FollowCare Baby Wrap right is also very important from your perspective also. This is because you too, the person carrying the baby in the wrap, are being wrapped up in the Baby Wrap material. What technically happens at this point is that you are taking the weight of the baby on your back, different parts of your back such as right under the shoulder blades and the small of your back. For this reason, in particular, it is very important to tie the Baby Wrap properly so that even you feel comfortable while (technically) 'wrapped up' in the Baby Wrap and carrying the baby around in it. Here is how to use it:



Step 1



Unfold the wrap and hold it up to locate the FollowCore logo printed in the center of the wrap. Now place the wrap in such a way that the FollowCore logo is right in the center of the body, perpendicular to your navel and chest, and in fact around the navel area. Make sure that this logo is facing outwards.

Step 2



Take the two long 'arms' of the baby wrap hanging on either side and fold them behind your back. This must be done in such a way that the fabric on the right-hand side must be wrapped around your back and come out front from the left-hand side and vice versa.

As these two pieces of the Baby Wrap cross over behind you back, make sure that the cloth does not fold and crease as this will leave unnecessary space in the wrapping up of the Baby Wrap. You can refer to the pictures provided here to see how it is done also.

Step 3



Pull both the outstretched pieces of fabric from behind your back and over your shoulders to the front. This way, you have now crossed the two long lengths of fabric behind your back and over your shoulders so that they are hanging down in front. Throughout this process, constantly make sure that the fabric remains straight and flat and it does not twist as this will cause problems later when you are trying to put your baby inside the baby wrap.

Step 4



Now take both these pieces in one hand. Do not let the fabric bend or crease, instead, maintain the pressure so that the fabric remains straight and flat. Now using your other hand pull the front part of the Baby Wrap forward. The pulling should require some strength, but this is good for it will mean that you are tying up the Baby Wrap the right way... the way it has to be tied so that you and your baby are safe and comfortable. Now, push the two long lengths of the fabric that you had brought forward over your shoulders, push them inside this front part of the Baby Wrap. Maintain the tension in the fabric.

Step 5



Pull the two lengths of fabric out from under the Baby Wrap front area. As you pull them down, make sure the fabric stretches and remains straight. There is no need to twist or cross these two lengths of fabric at this stage. All you need to watch out for is that the fabric does not sag at any point. As you pull these two lengths of fabric out from under the front part of the Baby Wrap and pull on it, the logo will rise from your navel to your chest region. This is the final position in which the Baby Wrap will remain. Adjust the Baby Wrap so that it fits your body snugly. Any corrections to the fittings of the Baby Wrap should be completed at this stage.

Step 6



Now cross these two lengths of fabric as high up on your chest as you can. Make sure that the fabric remains straight and that you are not leaving any extra space whatsoever for the baby. This material does have 5% spandex also and that will eventually help it to stretch when you are putting the baby inside so avoid leaving any extra space at all just now. At this stage, you can cross the two lengths of fabric around your sternum area. Once you have done that, pull the two lengths and then take them around your waist to the back right above your hips.

Step 7



Again, for the last time, cross the fabric, behind your waist this time, and finally tie two double knots to secure the Baby Wrap on your body. If there is a lot of fabric left over so that it is hanging down and trailing behind your back, there is no need for you to run the risk of tripping up over all that extra fabric. There is no hard and fast rule that the wrap has to be tied behind your back only. You can wrap the extra material around your waist and then tie the double knots at your hips, on the side or even in the front.

Step 8



The final step is to pull out the fabric from the front and from a bag, the way it has been shown in the picture here. Fit your baby snugly on top of the cross that we formed in Step 6 of the whole Baby Wrap tying up the process. Make sure that the baby and you are comfortable before you step out of the house or go ahead with whatever else you want to do. Read on to understand how the baby must be placed so that both the child and you are comfortable.

Precautions

How must the child be held during this process?

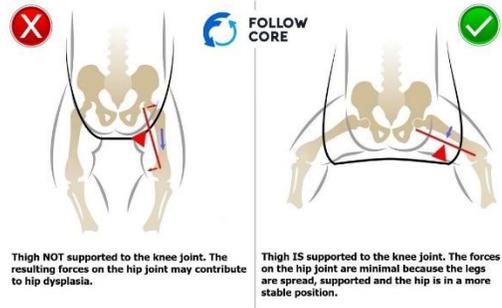
Safety Tips

- ✓ **TIGHT** - Your wrap should be tight enough so you can hug your baby close
- ✓ **IN VIEW AT ALL TIMES** - You should always be able to see your baby's face by simply glancing down
- ✓ **CLOSE ENOUGH TO KISS** - Your baby's head should be as close to your chin as is comfortable
- ✓ **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.
- ✓ **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.

ensure that the baby is sitting right. Most children need coaxing to spread their legs wide open, so you will have to gently make sure that the child is sitting right, with both legs wide open so that the thighs are supporting the knee joints hanging below. If the child is not sitting with thighs well open, he or she could run the risk of hip dysplasia.

This is the most important part of the whole process because it deals with your precious bundle of joy. During the tying up process, there is no reason for you to try and wrap up the Baby Wrap while holding the baby in the wrap. This way you will definitely drop the baby!

The next thing to look out for when placing the baby in the Baby Wrap is to



Other Precautions

There are just three very basic precautions that you must take when using the Baby Wrap. Make sure that the Baby Wrap fits snugly when you are tying it up. If you feel it is not tight enough, go back at least one step and repeat the process. This material is stretchable and therefore needs to be tight initially so that even when the baby's weight pulls it a little loose it does not pose a risk to the baby.

Recommendation

- Close enough to kiss
 - Chin off chest
 - Sling should be tight for back support
 - In view at all times
 - Bum below knees
- ALWAYS REMEMBER SAFE BABY WEARING**
- PRACTICE!** It may take a few times to feel completely comfortable with the sling
- Use loving common sense while using the sling
 - Follow our tutorials on how to use the sling
 - Check seams and fabric for wear and tear

Also, make sure that when the baby is in the wrap, you are comfortable also. Holding the baby in this position will put a little strain on your back, so try and see that all the crossings and knots are placed right and comfortably as far as you are concerned.

Ensure that the child is sitting properly in the manner described earlier so they do not run any health risks either.

How to Care For and Clean the Baby Wrap

The Baby Wrap can be washed easily, in both washing machines as well as by hand. Simple detergents should be used to wash the Baby Wrap. Use slightly warm water for washing. The Baby Wraps are mostly available in gray colors and therefore do not allow a lot of dust and dirt to be seen on their surface. Regular, daily washings, therefore, are not required for the Baby Wrap.

Why a Baby Wrap Is the Perfect Product for You

Children, especially in infancy can get very cranky at times. For parents, managing such an infant, and then trying to carry out and complete everyday chores, often all at the same time, can become impossible. Or imagine trying to go and get ready for a walk while trying to care for a cranky baby, or what exactly is one supposed to do if, when out someplace and with the baby in a stroller, the child decides to act up and starts to cry constantly. The distance between you and the child in a stroller is large enough to make sure that the child continues distressed. If you do decide to pick up the child in your arms to comfort him or her, you will need both hands to look after the baby and any other task that you might have planned on completing will remain pending.

The Baby Wrap, in this sense, is perfect. It allows the child to snuggle up to you, and be consistently aware of your presence as well as your body heat. From a baby's perspective, that is heaven. From your perspective, you get to carry your kid around, safely and without any fear of his or her falling down and manage to spend more time with your child even while you are working. What could be better?

Website:

<http://www.followcore.com/>

Facebook:

<https://www.facebook.com/BWCFollowCore/>

Instagram:

https://www.instagram.com/followcore_original/

Pinterest:

<https://www.pinterest.com/followcore/>