

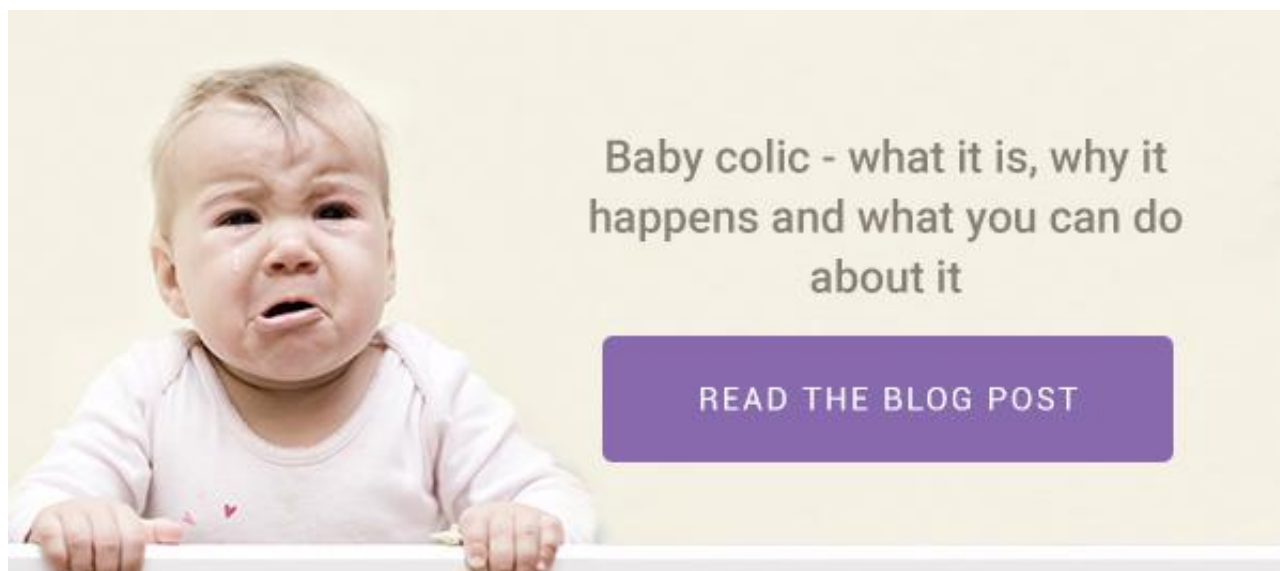
S, does your baby cry a lot?

From: 🍼 **Minbie** | info@minbie.co.uk

Wednesday, 3 Oct 2018, 5:27 AM

To: **S Rosso** | kelly@kmwade.com

Maybe it's colic - or maybe it's not. There are things you can do if it is...

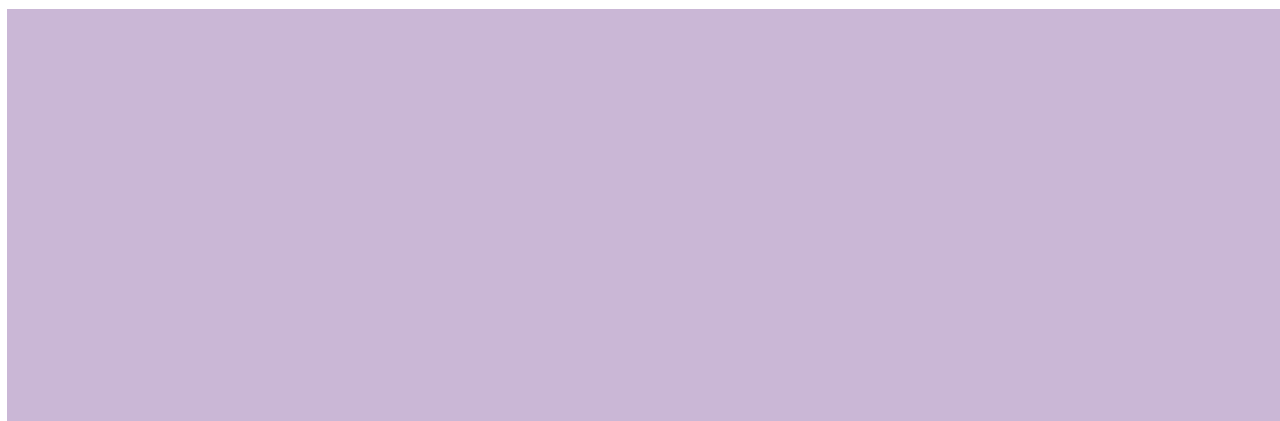


Dear S

When you're expecting a baby, you often get a lot of unsolicited advice and everyone feels the need to share their baby horror stories with you. Strangely though, not many people talk about how much babies cry.

Of course, we all know babies cry. That's how they tell us they need to be changed, for fed or put to sleep. But many parents are unprepared for just how much their baby will cry early on.

Soon they start to wonder whether the amount their baby cries is normal. After all, no one had told them their baby cried *that much*. When they eventually pluck up the courage to tell someone about their worries, people start labelling Bub as 'colicky'. But no one seems very clear about exactly what colic is.





The actual medical definition of colic is the occurrence of bouts of crying in an otherwise healthy baby that:

- occurs in the first 3 months of life;
- lasts more than 3 hours a day,
- happens more than 3 days per week
- occurs each week for at least 3 weeks.

Does this sound like your baby? Don't be too concerned if it does - Up to 30% of babies are believed to suffer from colic. That's nearly 1 in 3 babies!

Doctors don't yet know what causes colic, though there are many theories. But regardless of the cause, there is some promising research that hints at possible treatments for the phenomenon.

Our [blog post on colic](#) details the latest thinking on what colic is and why it occurs. It also summarises some of the best research on colic treatments. If you suspect your baby may have colic, this blog post will arm you with the tools you need to have an informed discussion with your baby's doctor so you can work together to figure out a plan for managing your baby's colic.

If you know someone who's struggling with a baby that cries a lot, please share the blog post with them. It might just be the crucial piece of the puzzle that enables them to get the help they need.

In my [next email](#) I'm going to go into detail about how our Minbie teats may help to prevent babies from suffering from reflux and colic. If your baby suffers from either reflux or colic, or even if your baby suffers from both, this email should be really helpful for you as it'll be packed full of tips for how to use your Minbie to its full potential.

Until then, best wishes

Julia

Julia Wilson

Minbie Co-founder

minbie

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