

NEWBORN SLEEP GUIDE

Birth - 12 Weeks

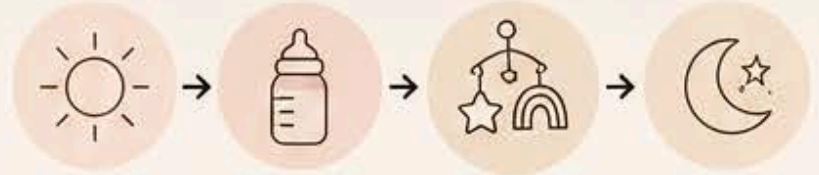


TYPICAL WAKE WINDOWS

AGE	WAKE WINDOW	TOTAL DAILY SLEEP
0-4 Weeks	45-60 min	14-17 hrs
5-8 Weeks	60-90 min	14-16 hrs
9-12 Weeks	75-110 min	14-15 hrs

FOLLOW A SIMPLE RHYTHM

WAKE → FEED → PLAY → SLEEP



1

WAKE + FEED (20-30 MINUTES)



- Baby wakes naturally (or gently woken after 3 hours)
- Full feeding (breast or bottle)
- Diaper change before feed

GOAL: baby is calm, fed, and content—not rushed

2

GENTLE PLAY (SEE AGE RANGE BELOW)



- Keep stimulation low and cozy:
- Tummy time (0-4w: 1-3 min) (5-8w: 1-5 min) (9-12w: 5-10 min)
 - Talking, singing, or making eye contact
 - High-contrast books or colorful pictures
 - Colorful toys or toys with sounds/music (5w+ only)
 - Gentle stretches or baby massage

- STOP AT THE FIRST SLEEPY CUE, NOT THE LAST
- Yawning
 - Mild fussing or whimpering
 - Red or darkened eyelids / eyebrows
 - Rubbing eyes (9-12w)
 - Decreased interest in play

3

WIND DOWN (10-15 MINUTES)



- Swaddle (or baby wear)
- White noise on
- Dim lights / close curtains
- Rocking, bouncing, or holding
- Short cuddle
- Diaper change (0-8w)

This is where sleep starts before baby is overtired.

4

SLEEP (NAP OR BEDTIME)



- Lay baby down drowsy but relaxed (or fully asleep—both are normal at this age)
- Contact naps and carrier naps are normal and healthy

WHAT'S DEVELOPMENTALLY NORMAL

- Day/night confusion is very common
- Frequent night waking for feeds is biologically normal
- Newborns have shorter sleep cycles and lighter sleep
- Contact naps and motion sleep are often preferred

Your baby isn't fighting sleep—their nervous system is still learning how to regulate it. Independent sleep comes much later.

COMMON STRUGGLES

- Short naps that last 30-45 minutes
- Wanting to be held or rocked to sleep
- Difficulty settling in the bassinet
- Cluster feeding in the evening
- Frequent night wakings
- Feeling like there's no predictable "schedule"

A Gentle Reminder

YOU'RE NOT CREATING BAD HABITS.

The newborn stage isn't about strict schedules—it's about responding to your baby's needs and supporting sleep however it happens. Focus on patterns, not perfection.



MUST HAVE Products

FOR GREAT SLEEPERS



BABY BASSINET



**100% BLACKOUT
CURTAINS**



**BABY SLEEP
SACK**



**BABYLETTO
3-IN-1 CRIB**



**BABY LOUNGER
FOR INFANTS**



**ERGONOMIC
BABY CARRIER**



**TOMMEE TIPPEE
ULTRA-LIGHT
SILICONE PACIFIER**



**BONUCH 7"
BABY MONITOR**

BETTER SLEEP
for baby
BETTER SLEEP
for you



SOUND MACHINE

SWEET DREAMS
start here

CREATE A CALM, COZY SLEEP ENVIRONMENT
for the whole family