



INTERNATIONAL HIP DYSPLASIA INSTITUTE

May 20, 2016

Rachel Samuelian
Brand Manager, NuRoo
rachel.samuelian@brownmed.com

Dear Ms. Samuelian,

The International Hip Dysplasia Institute (IHDI) acknowledges the NuRoo Pocket and the NuRoo Swaddler as "hip-healthy" products.

The IHDI recognizes that NuRoo Baby has developed products that consider the importance of healthy hip development during infancy. This is especially important during the early stages of hip development in the first few months after birth. We wish to recognize specific products as "hip-healthy" to help educate the public. Please contact us if you have other products that have been designed with consideration for physiologic hip development. There is no fee for this review, but the IHDI reserves the right to rescind acknowledgment in the future upon receiving additional adverse information, or in view of new research that contradicts our current opinion.

For those products that are deemed "hip-healthy" by IHDI, NuRoo Baby may include the IHDI logo and a link to our website (www.hipdysplasia.org) in marketing materials and other promotions for the specific products that have been acknowledged. Also, the following phrase may be used in marketing materials and other promotions by NuRoo Baby, "The IHDI acknowledges the (*name of product*) as a "hip-healthy" product when used as directed." In addition your company name, the product name(s), and your website will be added to the *Hip-Healthy Products* section of the IHDI website.

Please note that the IHDI is not recommending specific products for use and we are not certifying any products as safe for infant hips. However, it is our intention to acknowledge socially conscious companies that are doing their best to provide products to promote optimum hip development according to current knowledge of causes of hip dysplasia and according to current knowledge of infant positioning for proper hip development.

Sincerely,

Charles T. Price, MD, FAAP
Director International Hip Dysplasia Institute
Professor of Orthopaedic Surgery
University of Central Florida College of Medicine

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