

KATHRYN AND EWAN THE DREAM SHEEP

ASK FOR
EVIDENCE 

At the Ask for Evidence campaign we hear from a lot of new parents who are overwhelmed by conflicting advice – not to mention all the products out there that promise to make parenting easier.

Kathryn W. came across Ewan, a (very cute) fluffy toy sheep who, the company claimed, was proven to calm fussy babies. She decided to #AskforEvidence. **Here's her story...**

WHAT WAS THE CLAIM?

The claim was: "Ewan the dream sheep® emits soothing sounds at a low base frequency and a calming pink warm glow, which when combined, help settle babies and toddlers into a peaceful sleep. The heartbeat and womb sounds are actual recordings, not computer generated and these have been proven to have a calming effect with even the most unsettled baby."

WHERE DID YOU SEE/HEAR IT?

On the product website SweetDreamers.co.uk

WHO DID YOU ASK? WHAT DID YOU ASK?

I asked the company to share the scientific evidence behind the claim that this product was "proven" to calm all babies.

WHAT WAS THE RESPONSE?

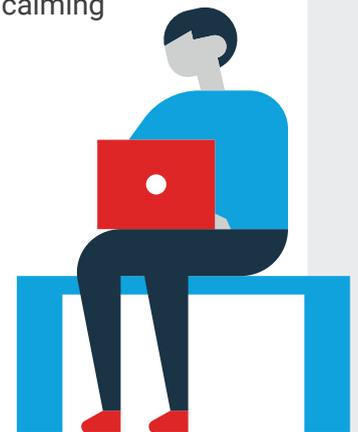
Sweetdreamers were very helpful and replied very promptly to my email. Initially, they sent me some research conducted into their sleep system, however further communications established this was not specifically relating to Ewan the dream sheep.

I then received another email outlining the research evidence that was used in the development of Ewan. The email also described how the evidence on the finished product is anecdotal (there are currently no published results from trials).

Their website has since been updated to indicate the anecdotal nature of this evidence and now says: "The heartbeat and womb sounds are actual recordings, not computer generated. Anecdotal research suggests that these sounds have been proven to have a calming effect with even the most unsettled baby."

HAPPY? UNHAPPY?

I'm very satisfied with the outcome!



"Ask for Evidence"



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