

HUGS+KISSES

THE ULTIMATE TOOL FOR INFANT ATTACHMENT CARE



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JOIN XO TO MAKE A GIANT IMPACT ON
INFANT MORTALITY WORLDWIDE



GETA Rasciuc

Founder & CEO

Geta is a prominent figure in the babywearing world since 2006. Innovator, educator, public speaker, board member of the International Board of Babywearing Consultancy Schools

The BIG WHY and the HOW that drive us

THE GLOBAL PROBLEM OF INFANT MORTALITY

In 2023 the WHO published their global strategy for addressing infant mortality by intensively scaling Kangaroo Mother Care from 7% to 80% coverage by 2030.



3 GOOD HEALTH AND WELL-BEING



THE MOST POWERFUL TOOL

HUGS+KISSES is set at the intersection of the neonatal care and consumer market sector, opening new opportunities for commercialization



GLOBAL STRATEGY

All UN member states are to implement the 8+ hours of KMC and HUGS+KISSES is the ultimate solution for it

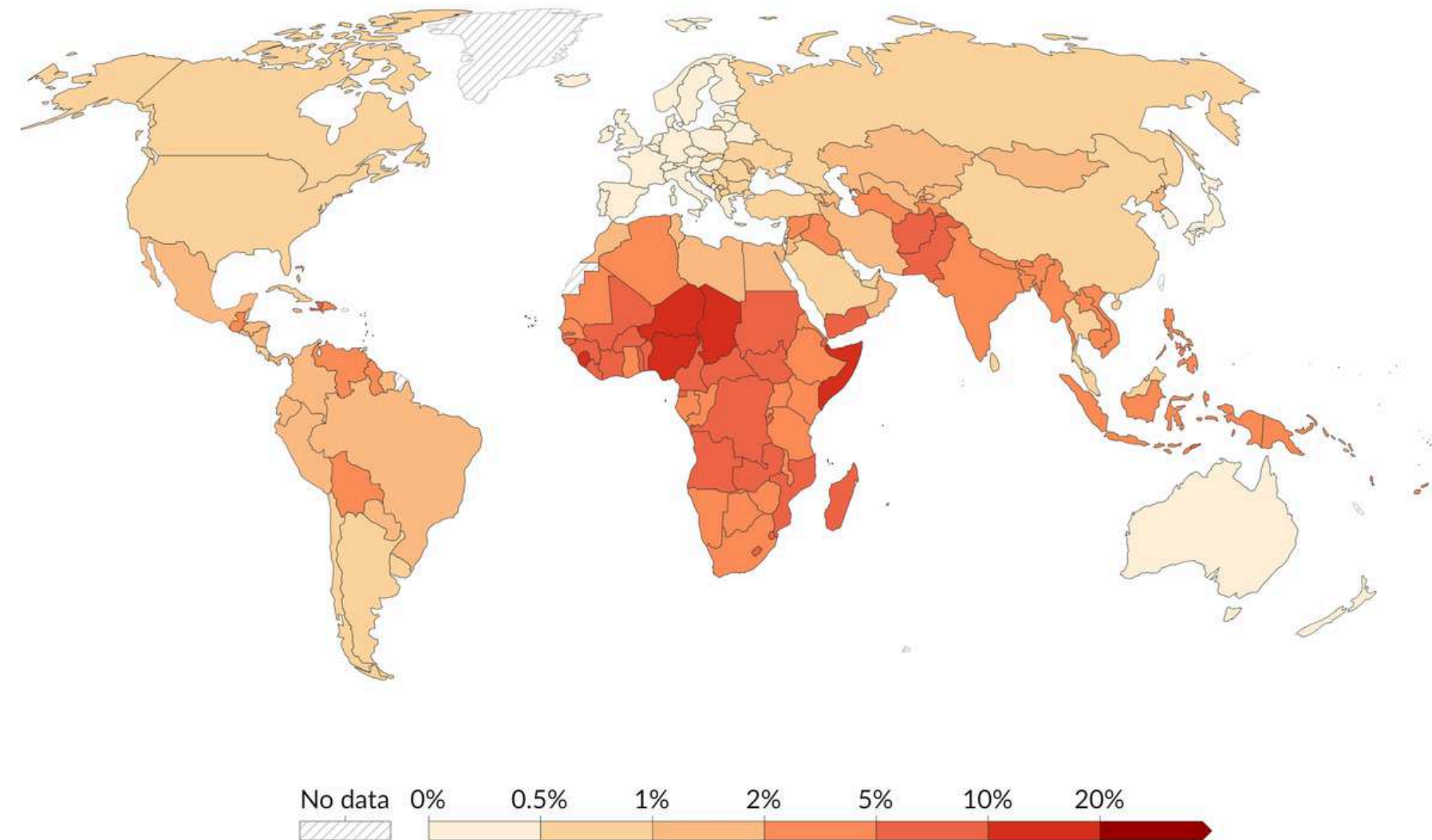
2.4 million infants die every year and Skin-to-Skin Care can prevent up to 747 000 of them

<https://iris.who.int/bitstream/handle/10665/367626/9789240072657-eng.pdf?sequence=1>

Child mortality rate, 2021

The estimated share of newborns¹ who die before reaching the age of five.

Our World
in Data



Data source: UN Inter-agency Group for Child Mortality Estimation (2023)

[OurWorldInData.org/child-mortality](https://ourworldindata.org/child-mortality) | CC BY

1. Newborn: A newborn is defined as a baby born alive, and usually refers to neonates – under 28 days old. Read more in our article: [How do statistical organizations define age periods for children?](https://ourworldindata.org/child-mortality)

<https://ourworldindata.org/child-mortality>



Kangaroo Care is estimated to prevent **747 000 infant deaths** per year when implemented universally

Over 50 years of research back the WHO recommended practice of KMC

It is one of the most effective evidence based tools for preventing infant mortality in high and low resource locations, that is cost effective and ensures benefits to the patients even 20 years down the line

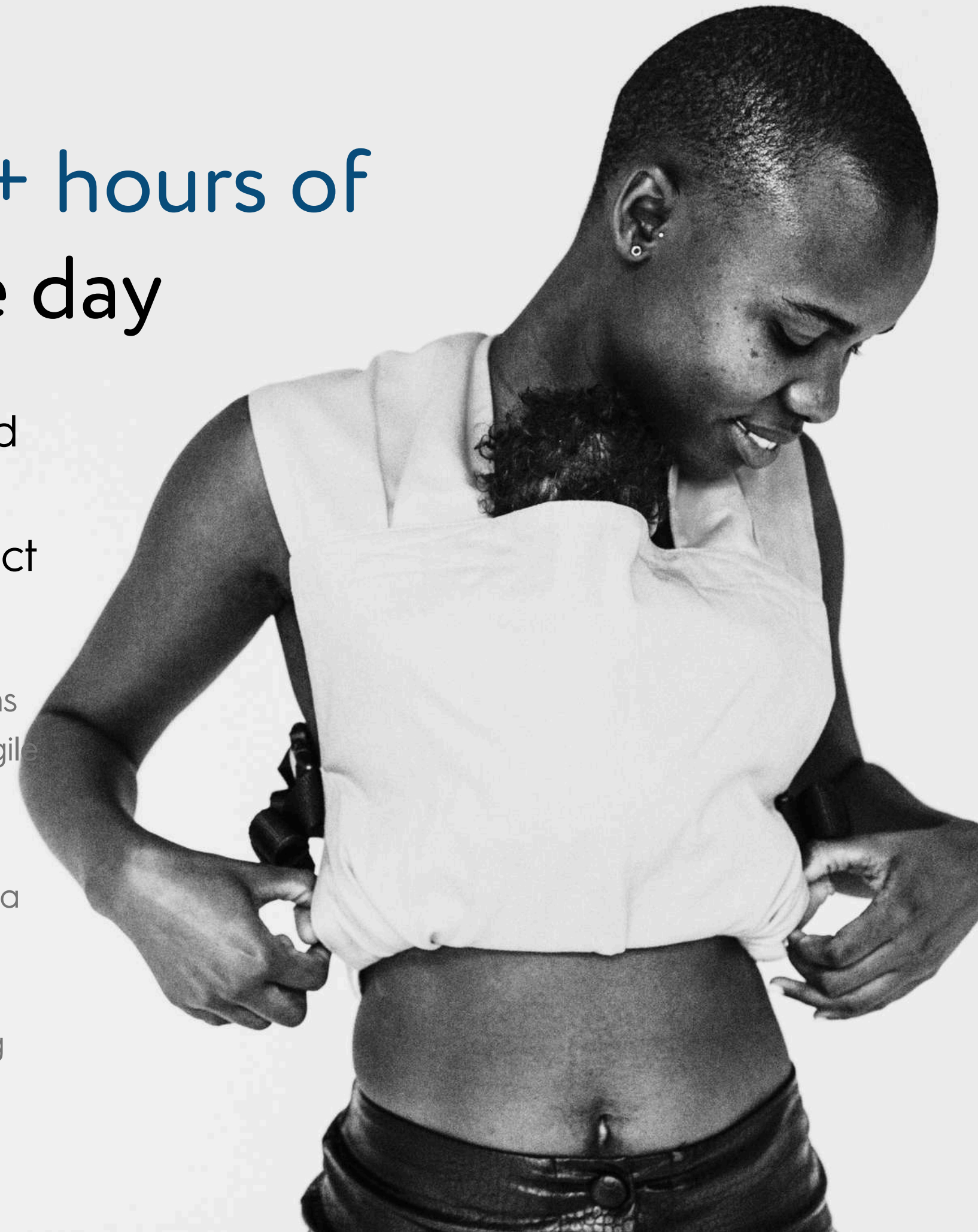
Every newborn must receive **8+ hours of Skin-to-Skin** care every single day

The WHO guideline in infant care is finally updated as of November 2022 and HUGS+KISSES was 6 years ahead of time in putting together the product that makes implementation a breeze

Since 2003 WHO was recommending skin-to-skin care for newborns as the most efficient tool to ensure survival and the thriving of fragile infants.

The updated guideline now pushes healthcare providers to ensure a minimum of 8 hours of skin contact per day.

The global guideline also specifies the safety measures for securing the infant in the Kangaroo Care Position that will not restrict their airflow



HUGS+KISSES IS AN ALLAROUND SOLLUTION

to help increase Skin-to-Skin time
beyond 8+ hours per day safely and efficiently

POSITIONING
DEVICE

1. an innovative ergonomic BABY CARRIER, suitable for infants lacking muscle control and easy for nurses and parents to use and adjust.

The carrier is designed with several IoT MODULES that monitor the health and development of the infant and/or offer therapeutic muscular stimulation

EDUCATION

2. We provide hands on staff and user TRAINING for safe infant positioning and efficient Kangaroo Care implementation

NFT HEALTH
DATA
RECORD

3. The IoT modules and engaged users generate infant health and development data that is logged and visualized with our NFT HEALTH RECORD

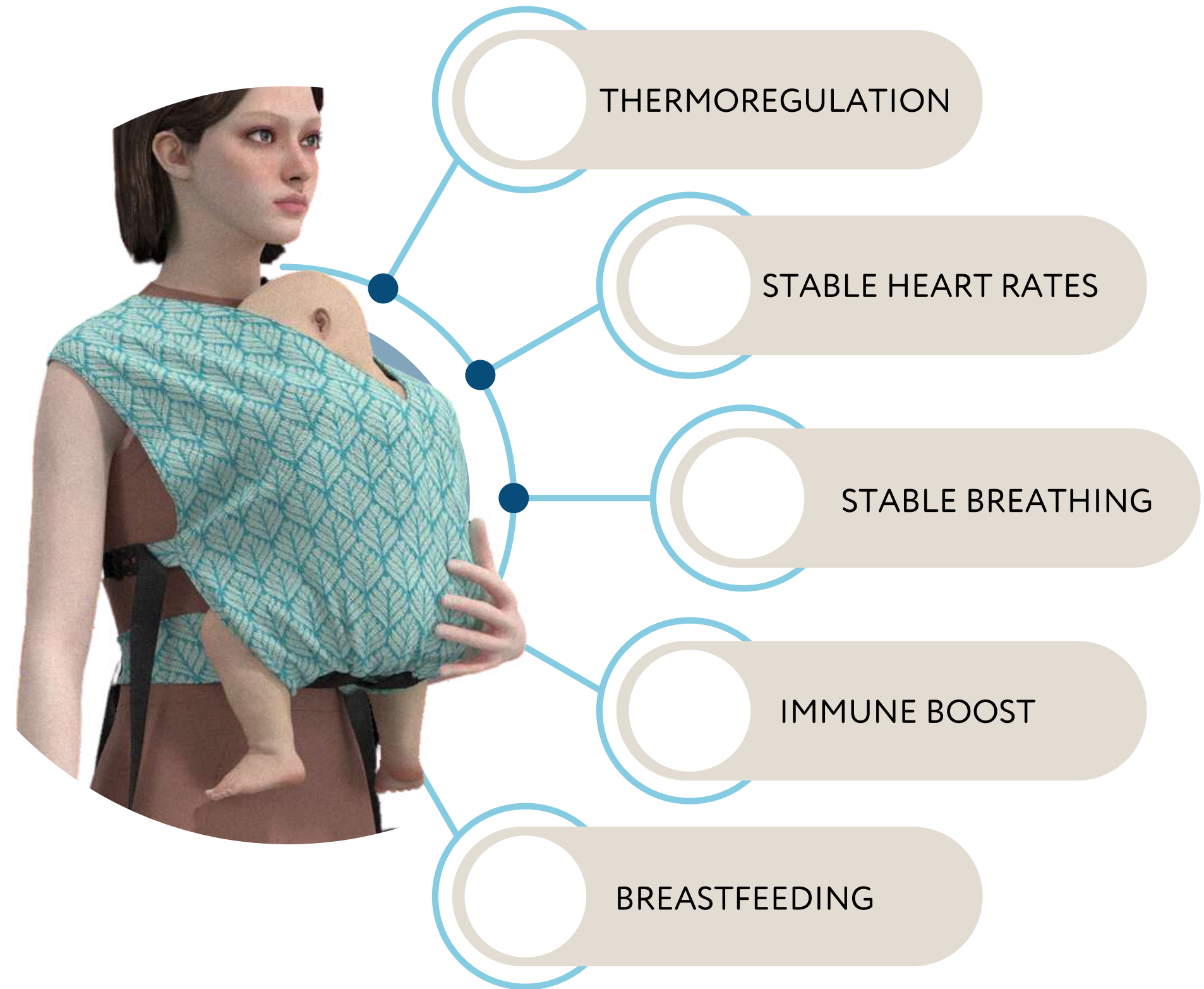
THE XO BABY POSITIONING DEVICE

The XO 2024 baby carrier collection is developed using [virtual prototyping technologies](#) and [ucycling deadstock organic woven wrap fabrics](#).

Our [sensing technology](#) is monitoring

- // Oxygen Saturation
- // Heartbeat, heartbeat variability, and breathing frequency
- // Body temperature of the worn baby

All health monitoring is done in a seamless manner, building the [infant's health record on the blockchain](#).



HUGS+KISSES NFT HEALTH DATA

FOLLOW UP & DATA

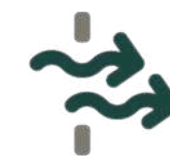
After training, parents can use the HUGS+KISSES carrier up to 1000 days. Our CONNECTED Carriers have the capability to gather child health & development data.

Our CONNECTED Carrier prototypes have been showcased at Dutch Design Week, Wear-IT Berlin & Techstars.

Global child health organisations and research institutions have expressed high interest in the wearable & data set.



Temperature



Breath



Blood saturation
with O₂



Cardiac rhythm



Time spent in carrier
(3h minimum)

HUGS+KISSES EDUCATION

EXPERTISE

Geta is an internationally acclaimed expert in the field and has been training parents and professionals since 2006.

The Training modules are evidence based and developed in collaboration with researchers and specialised organisations and working towards governmental accreditation in Ukraine & other regions

VALUE

Our training modules help neonatal nurses and perinatal support people train the parents in the techniques for safe Kangaroo Care procedures and further babywearing



What are the benefits?

IMPLEMENTATION OF GLOBAL POLICY

Following the updates in the WHO guidelines, all UN member states are to implement the 8+ hours of KMC and HUGS+KISSES is the ultimate solution for it



3 GOOD HEALTH AND WELL-BEING



NEW MARKET SECTOR

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GREAT SOCIAL IMPACT

HUGS+KISSES directly targets some of the most stringent global issues regarding infant mortality, directly in line with the SDGs

KMC FOR UKRAINE PARTNERSHIP (JAN 2022-ONGOING)

The partnership

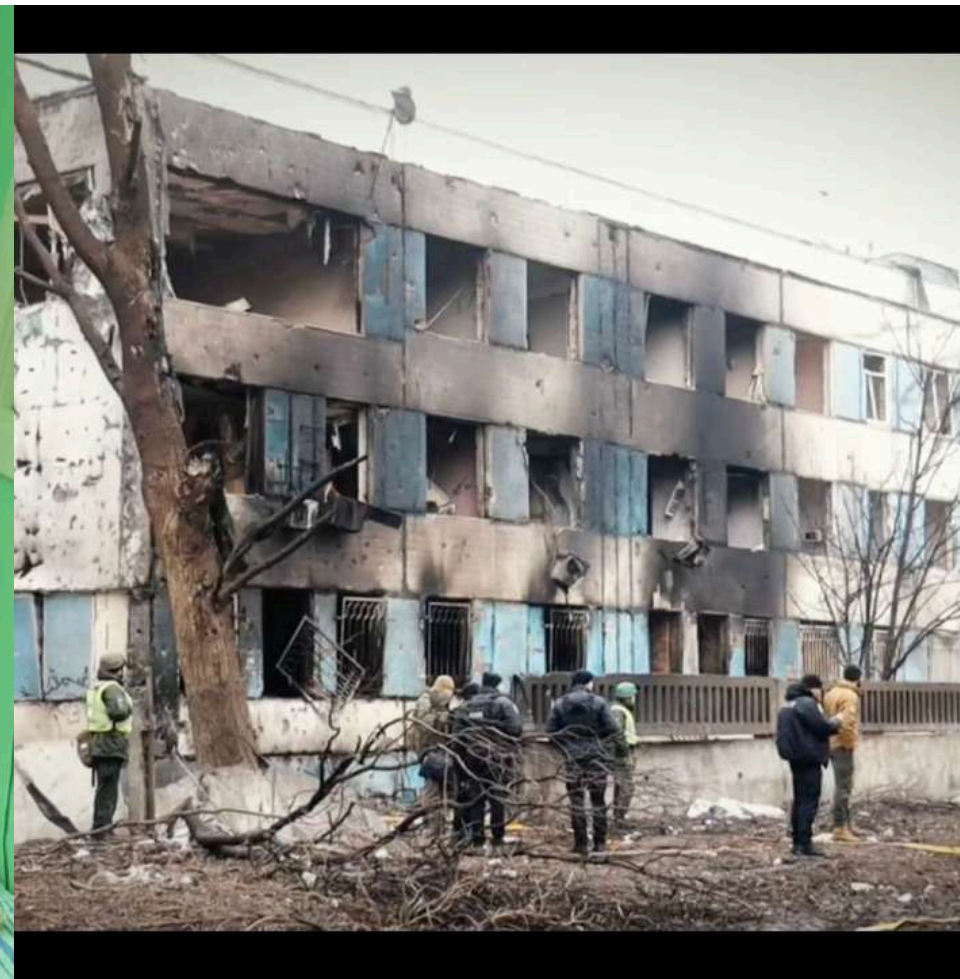
In partnership with the Rotary International Fellowship for Healthcare Professionals and the Ukrainian Institute of Neonatology during 2023-2024 and ongoing we have supplied 10000 carriers to 23 maternity hospitals

In February 2024 the Ukrainian Parliament has expressed their gratitude for the project and asked for another supply of 24 000 carriers for the year of 2024

The Problem Addressed

The ongoing Ukrainian war is a huge threat to many newborn babies there.

The continued destruction of healthcare facilities and destruction of power supply combined with internal migration has resulted in an increase in the number of premature and low birth weight babies.





The USE OF THE HUGS+KISSES INFANT CARRIER increased the skin-to-skin sequence time in the hospital to the point where the INFANTS GAINED 100g EXTRA in 2 weeks, leading to EARLY HOSPITAL DISCHARGE

The use of HUGS+KISSES approach can reduce hospital stay by up to 2 weeks, drastically CUTTING HOSPITALIZATION COSTS - SAVES 110-150 eur/day in East Africa

NEONATAL CARE UNIT USE CASE (AUG 2021-FEB 2022)

The problem

The cloths used in the Temeke Hospital NICU did not feel secure enough for the mothers drastically reducing the hours of Skin-to-Skin and required hours of input from the nurses to establish facilitate Skin-to-Skin protocols

The Solution

The introduction of HUGS+KISSES education and carrier lead to significant increase in the feeling of security for the mothers in the neonatal unit, that made it possible for long hour sessions of Skin-to-Skin, that in turn lead to increase weight gain for the infants and early discharge



The problem

Zanzibar has a high infant mortality rate combined with extremely low access to healthcare, where newborn infants barely see a professional for over 2 months postpartum.

In emergency cases, KMC can stop preventable infant deaths with preventive education and tools

The Solution

Educating parents as part of their pre-natal care and providing them with the carrier and training prior to the delivery of the baby.

This allows for early intervention outside of clinical settings, with a simple, accessible and cost effective solution

COMMUNITY BASED KMC CASE (IN DEVELOPMENT)



TEAM HUGS+KISSES

GETA Rasciuc

Founder & CEO



**And all the
supporters involved**

HUGS+KISSES works with a list of over 30 supporters & advisors in 6 countries including medical experts, child product retail experts, wearable development, AI development, legals, textile and more.



Dr MIHAI Dascal

Chief Medical Officer



HUGS+KISSES

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