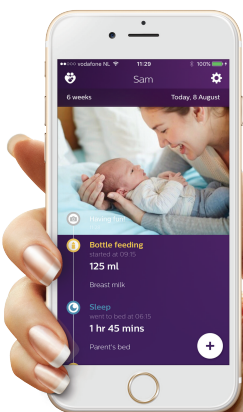




Leaflet

uGrow

The App that will help **track and support your baby's development**



A new medical app providing personal guidance on your baby's health and well-being

uGrow has been developed by Philips Avent to support you during the beginning of your parenting journey. The app enables you to monitor and track your baby's health and development at home.

It can offer you support and reassurance when you are unable to connect with your healthcare professional and provides you with accurate* and up-to-date information to share with them during your next consultation.

Data that can be captured in the uGrow App include:

- **Date of birth, name and gender of child**
- **Weight and height**
- **Feeding patterns:**
 - **Bottle**
 - **Breast**
 - **Milk expression**
- **Diaper usage**
- **Sleep time**
- **Crying frequency**
- **Temperature****
- **Room climate: room temperature and humidity****
- **Developmental milestones**
- **Pictures**



uGrow gives you personalised, clear insight

Your baby is unique – uGrow tracks, visualises and provides insights on your baby’s development and needs in a way that is easy to understand. It is able to collate the information you input at home on aspects such as weight, behaviour, development milestones and feeding patterns. The app can also sync seamlessly with existing smart products in the Philips Avent range, such as the uGrow Smart Baby Monitor and Smart Ear Thermometer. All information is presented simply to make it easy for you to understand and share with others.

uGrow helps you share accurate* data with healthcare professionals

Content provided by uGrow is relevant to your baby’s behaviour, as well as to your baby’s age and developmental stage. uGrow will allow you to discover patterns in your child’s feeding and sleeping to help you better understand how your child is developing. You will also receive advice on adapting routines to suit your baby’s changing needs as they grow and develop. Evidence suggests that online-based healthcare programmes can be beneficial to both you and your healthcare professional.¹ uGrow provides you with information you can easily share with your doctor or midwife, enabling them to give you the best support and advice even when your consultation time may be limited.

Close communication between you and your healthcare professional is important to the health and development of your baby – uGrow helps you achieve this

uGrow captures special memories

Celebrate your child’s developmental milestones with your own photos in uGrow. The app allows you to post pictures and record notes to create your own personal diary or digital ‘memory book’ of your baby’s development that you can share with others and look back on in years to come.

uGrow is a new app that allows you to:

- Capture your baby’s development for the first 6 months
- Discover patterns that help you establish healthy routines and that are easy to share with your healthcare professional
- Connects with Philips Avent smart products, allowing you to accurately* track and measure your baby’s development
- Celebrate your child’s developmental milestones in one place

* As data are entered manually, accurate information will need to be collected and entered in order for the app to provide an accurate assessment

** In conjunction with other Philips Avent devices (e.g. Smart Ear Thermometer and uGrow Smart Baby Monitor)

References: 1. Plantin L, Daneback K. *BMC Fam Pract* 2009;10:34

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