Hugsy’s mission is to provide the best comfort and care possible to babies and children around the world to improve their well-being and enhance parent-child bonding.

Hugsy designs and develops comfort and care products for babies and early childhood aimed at providing little ones with feelings of closeness to a parent. Designed to bridge the gap when a parent cannot be there, Hugsy’s products extend the positive effects of vital physical contact by echoing the sensorial hallmarks of a parent’s physical presence even when they are away. The Hugsy products combine evidence-based, non-pharmacological comforting techniques: skin-to-skin contact, swaddling, facilitated tucking, audible heartbeat and aromatherapy.

As a rule, all babies are soothed by a sense of closeness to a parent, but this takes on a new urgency for premature babies. The recreation of a physical embrace can help to reduce pain and stress experienced in neonatal intensive care units, which are otherwise isolated and stressful environments. The portable nature of the Hugsy products ensures that this experience can be replicated anywhere with great ease – from hospital incubators for babies fighting for survival to cribs at home with healthy babies who just need a little more attention.