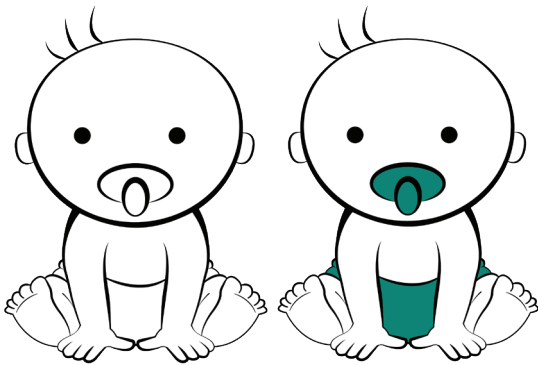




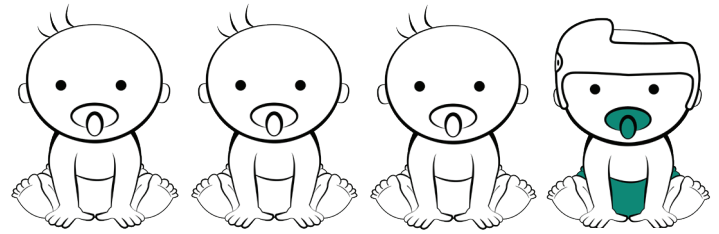
Understanding Your Baby's Head Shape

You're not alone. Today, nearly 50% of infants have some degree of deformational plagiocephaly brachycephaly (DPB).*



1 in 2

infants have some degree of DPB*



1 in 4

infants have moderate to severe DPB**

The Congress of Neurological Surgeons recommends helmet therapy when DPB is in the moderate to severe range. This recommendation is endorsed by the AAP.***

What are common risk factors of DPB?



Positioning in the womb/
multiple births



Premature birth



Torticollis



Back sleeping



Carriers &
convenience devices

Sources:

*Mawji, A., et al., *The incidence of positional plagiocephaly: a cohort study*. Pediatrics, 2013. 132(2): p. 298-304.

**Lennartsson, F. and P. Nordin, *Nonsynostotic plagiocephaly: a child health care intervention in Skaraborg, Sweden*. BMC Pediatrics, 2019. 19(1): p. 48.

**Hutchison, B.L., et al., *Plagiocephaly and brachycephaly in the first two years of life: a prospective cohort study*. Pediatrics, 2004. 114(4): p. 970-980.

**Mawji, A., et al., *The incidence of positional plagiocephaly: a cohort study*. Pediatrics, 2013. 132(2): p. 298-304.

**Ballardini, E., et al., *Prevalence and characteristics of positional plagiocephaly in healthy full-term infants at 8-12 weeks of life*. Eur J Pediatr, 2018. 177(10).

***Tamber, M.S., et al., *Congress of Neurological Surgeons Systematic Review and Evidence-Based Guideline on the Role of Cranial Molding Orthosis (Helmet) Therapy for Patients With Positional Plagiocephaly*. Neurosurgery, 2016. 79(5): p. E632-E633.



Schedule your FREE head shape consultation.

Call (844) 447-5894 today to schedule your free consultation with one of our highly skilled Clinicians at the nearest Cranial Technologies clinic. Your Clinician will determine if your baby is a candidate for DOC Band® treatment, and provide the answers you need to decide what is best for your baby.

Deformational Plagiocephaly Brachycephaly

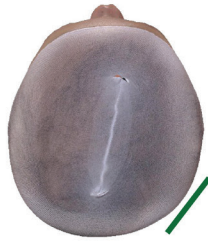
| Severity Spectrums

PLAGIOCEPHALY | Vertex View



NORMAL

- Symmetrical



MILD

- Flattening is difficult to see



MODERATE

- Asymmetry is easy to see
- Visible ear shift
- Facial asymmetry may be present



SEVERE

- Asymmetry is obvious
- Visible ear shift
- Facial asymmetry
- From front view, unlevel head height

BRACHYCEPHALY | Side View



NORMAL

- Obvious posterior curving



MILD

- Minimal posterior flattening



MODERATE

- Back of head is flat instead of curved
- Forehead slopes back
- Posterior head height



SEVERE

- Head is short from front to back
- From front view, bump above ears is the widest point of the head
- Face appears small for the size of the head

PLAGIO/BRACHY COMBO | Vertex View



NORMAL

- 1/3 longer than it is wide
- Symmetrical



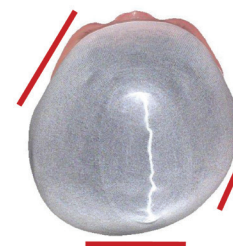
MILD

- Flattening is difficult to see



MODERATE

- Back of head is flat instead of curved
- Head is wide
- Asymmetry is easy to see



SEVERE

- Head is wider than it is long
- Face appears small for the size of the head
- Asymmetry is obvious
- Facial asymmetry



Why take a chance?

- Bring your baby to Cranial Technologies for a no-risk, free head shape consultation
- A highly trained Clinician will determine the severity and whether your baby is a candidate for DOC Band® treatment
- The DOC Band is proven to correct both cranial vault (upper head) and skull base (ear and face) abnormalities
- Call (844) 447-5894 or visit www.cranialtech.com to schedule your free consultation