

The Simply Sleep Approved Collection

A nurse-curated collection of products we confidently recommend
to our private clients.



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Welcome

This guide was thoughtfully created to remove the overwhelm from baby product research.

Every item included in the Simply Sleep Collection has been selected based on:

- Safety standards
- Developmental appropriateness
- Functionality in real homes
- A holistic, low-tox approach when possible
- Years of hands-on NICU, in-home and personal mom experience

While not every product is fully non-toxic, each one meets our standards for safety, practicality, and performance.

This is not a comprehensive registry list.
It is a curated foundation.

Affiliate Disclosure

Some of the links in this guide are affiliate links. As an Amazon Associate I earn from qualifying purchases. This means that if you purchase a product through one of my Amazon links, I may receive a small commission at no additional cost to you. I only include products I genuinely recommend and believe may be helpful to new and expecting parents.

Sleep & Nursery

Swaddles

Recommended from birth until signs of rolling (typically 8–12 weeks)

- [Kyte Baby Sleep Swaddler](#)
- [Halo Sleepsack Swaddle](#)

- [The Ollie World The Ollie Swaddle](#)
- [B.E.S.T Swaddle](#)

Why we recommend: Secure closures reduce loose fabric risk and support safe sleep alignment.

Transitional Sleepwear

When transitioning to hands free sleep sacks

- [Baby Merlin Company Magic Merlin Sleep Suit](#) (12 lbs minimum)
- [The Ollie World Alphie Sleep Pouch](#)

Sleep Sacks

Rolling through toddlerhood

- [Kyte Baby Sleep Bag](#).
- Any high-quality sleep sack that fits well (arms free) and matches your budget

We especially love bamboo blends for temperature regulation.

Sound Machines

Begin from day one. Keep volume under 50 dB.

- [Hatch Sound Machine](#)
- [Hatch Go Portable Sound Machine](#)

We recommend brown or pink noise over white noise for a more natural frequency.

Bassinets

- [Newton Baby Bassinet](#)
- [BabyBjörn Bassinet](#)
- [Delta Children BabyGap Whisper Bedside Bassinet](#)
- [Iora Bedside Bassinet](#)

Crib Mattresses

- [Newton Baby Breathable Crib Mattress](#)
- [Naturepedic Breathable Crib Mattress](#)

Add a breathable/waterproof mattress protector for cleanliness + longevity

Monitors

- [Nanit Pro Smart Baby Monitor](#)
- [HelloBaby No WiFi Monitor](#)

- [Owlet Dream Duo](#) *owlet sock is not necessary but may bring peace of mind to certain families

Blackout Solutions

Effective light control improves circadian rhythm support.

- Premium blackout panels / cordless shades are ideal
- [Slumber Pod](#) for travel

Feeding Essentials

We prioritize proper oral development, reduced plastic exposure when possible, and realistic feeding support.

Bottles

(We prefer sloped nipples that pass the triangle test + glass when possible.)

- [Evenflo Balance Glass Bottles](#)
- [Lansinoh Glass Bottles](#)
- [Pigeon Wide Neck Glass Bottles](#)

Pumps

(Always check insurance coverage first.)

- [Spectra Baby USA S1](#)
- [Spectra Baby USA S2](#)
- [Eufy Wearable Breast Pump](#)

Sterilizers & Warmers

- [Wabi UV Sterilizer](#)
- [Baby Brezza Sterilizer](#)
- [Dr Brown All-in-One Sterilizer](#)
- [Philips Avent Bottle Warmer](#)
- [Momcozy Battle Washer, Sterilizer & Dryer](#)

Bottle Brushes & Soap

We recommend silicone brushes to minimize mold and bacteria growth & no fragrance
EWG certified bottle soap

- [Mushie Baby Bottle Brush](#)
- [Attitude Baby Dish Soap](#)

Pacifiers

- [Dr. Brown Happy Pacis](#)
- [Philips Avent Soothie](#)
- [Tommee Tippee](#)

Feeding Misc

- [Muslin Burp Cloths](#)
- [Baby Bottle Storage Organizer](#)
- [Baby Bottle Drying Rack](#)
- [Boppy Nursing Pillow](#)
- [Collapsible Wash Basin](#)

Movement & Development

We prioritize hip-healthy positioning and freedom of movement.

Bouncers & Floor Seats

Not approved for sleep.

- [BabyBjörn Bouncer](#)
- [UPPAbaby Mira 2-in-1 Bouncer](#)
- [Stokke Yoga Bouncer](#)
- [Upseat Floor Seat](#)

We avoid devices that force legs together or restrict natural hip positioning.

Play Gyms

- [Lovevery The Play Gym](#)
- [Tiny Love Luxe Developmental Gymini](#)

Encourages visual tracking, motor development, and independent floor play.

Carriers

- [Artipoppe Baby Carrier](#)
- [Ergobaby Omni Deluxe Mesh Carrier](#)
- [Ergobaby Embrace Carrier](#)
- [Baby Bjorn Carrier](#)

Travel Systems

Strollers

- [UPPAbaby Vista V3](#)
- [Nuna Strollers](#)
- [Mockingbird Single-to-Double Stroller](#)
- [Chicco Corso LE Modular Travel System](#)

Car Seats

- [Chicco KeyFit ClearTex Infant Seat](#)
- [Nuna PIPA rx](#)
- [Evenflo Revolve360 Extend](#)
- [Chicco Fit360 ClearTex](#)

Always ensure proper installation and follow manufacturer weight/height limits.

Hygiene & Health

Diapers

- [Coterie](#)
- [The Honest Company_\(Pure line\)](#)
- [Millie Moon](#)
- [Parasol Co](#)

Skincare

- [Pipette](#)
- [Attitude Baby Leaves](#)
- [Mustela](#)
- [Tubby Todd](#)
- [The Honest Company](#)
- [Burts Bees Baby All Over Ointment](#)

- [Bumbo Baby Bum Brush](#)
- [Active Skin Repair](#)
- [Lalo Bathtime Starter Kit + Tub](#)
- [Angelcare Baby Bath Support](#)

We recommend fragrance-free and EWG-conscious options when possible.

Cold/Flu Season

- [Nose Frida](#)
- [Little Remedies Saline Spray](#)
- [Genexa Acetaminophen](#)
- [Frida Baby Thermometer](#)
- [Canopy Bedside Humidifier](#)
- [Cold Calm Baby](#)
- [Magnesium Lotion](#)
- [Boogie Saline Nose Wipes](#)
- [Nozebot](#)
- [Zarbee's Chest Rub](#)

Gas & Discomfort

- [Lovebug Probiotics + Vitamin D](#)
- [BioGaia Probiotic Drops](#)
- [Mylicon Gas Relief Drops](#)
- [Earthly Infant Tummy Relief](#)
- [Col-Icky Baby Gas & Colic Drops](#)

Postpartum Essentials

Thoughtful recovery support matters.

- [Frida Mom Peri Bottle](#)
- [Frida Mom Disposable Underwear](#)
- [Earth Mama Organics Recovery Kit](#)

- [Earth Mama Organics Nipple Butter](#)
- [TUCKS Cooling Pads](#)
- [Silverette Nursing Cups](#)
- [Momcozy Breast Therapy Packs](#)
- [Kindred Bravely Organic Nursing Pads](#)

Closing Note

Products do not create sleep.
Foundations do.

The right tools, paired with safe sleep standards and developmentally appropriate routines, create calm — not clutter.

We are honored to support your family.

— Sasha, MSN, RN
Founder | Simply Sleep