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April 25, 2024

Ms. Tara Williams  
Dreamland Baby  
3338 Deer Hollow Drive  
Danville, CA 94506

Dear Ms. Williams,

I am deeply disappointed by your company's refusal to engage meaningfully with my office to discuss critical safety concerns concerning your weighted sleep products. As I mentioned in my letter of December 6, 2023, I am alarmed by the lack of independent research into the safety of weighted sleep products for infants and the misleading claims your company has made to attract vulnerable and unsuspecting parents and caregivers.<sup>1</sup> It is imperative that you listen to health and safety experts, including the American Academy of Pediatrics,<sup>2</sup> the Centers for Disease Control and Prevention,<sup>3</sup> the National Institutes of Health,<sup>4</sup> and the Consumer Product Safety Commission. All of them have recommended against the use of weighted sleep products.

While your company has taken steps to commission a more comprehensive study on the use of weighted sleep sacks,<sup>5</sup> the outcome of this research will take time and any results will need to be independently verified to ensure it is free from bias or conflict of interest. An apparent lack of adverse events is not enough to refute an organization whose sole mission is to attain optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults. This point is especially important given the increasing and ongoing number of

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<sup>1</sup> "Blumenthal Raises Serious Concerns over Weighted Sleep Sacks & Swaddles for Infants. (Dec 6, 2023)

<https://www.blumenthal.senate.gov/newsroom/press/release/blumenthal-raises-serious-concerns-over-weighted-sleep-sacks-and-swaddles-for-infants>

<sup>2</sup> Letter to the Consumer Product Safety Commission from the American Academy of Pediatrics. (Jun 15, 2023).

<https://www.documentcloud.org/documents/23849624-aap-letter-61523>

<sup>3</sup> "Helping Babies Sleep Safely." Centers for Disease Control and Prevention. (Sep 29, 2023).

<https://www.cdc.gov/reproductivehealth/features/baby-safe-sleep/index.html>

<sup>4</sup> "Safe To Sleep." National Institutes of Health Eunice Kennedy Shriver National Institute of Child Health and Human Development. (Accessed Mar 13, 2024) <https://safetosleep.nichd.nih.gov/reduce-risk/FAQ>

<sup>5</sup> "Do you want to be involved in a sleep study with your infant?" Dreamland Baby. (Accessed Mar 13, 2024).

<https://dreamlandbabyco.com/pages/clinical-trial>

reviews from parents and caregivers reporting a change in their child’s breathing or heart rate when wearing your weighted sleep product.<sup>6</sup>

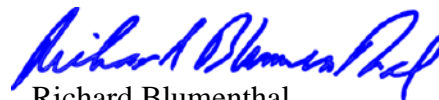
As a result of my initial inquiry, your company removed safety claims from your website, including the statements that your product “[exceeded] all CPSC standards” and that it was “the world’s first safety certified weighted blanket designed for infants.”<sup>7</sup> As you know, there are no federal standards for weighted sleep products and those statements were misleading. While I appreciate your company’s efforts, they do not change the fact that thousands of parents and caregivers purchased, and continue to use, your product based on those claims. Of particular concern, your website claimed that Dreamland Baby held multiple partnerships with hospitals across the country using weighted sleep sacks and swaddles in their Neonatal Intensive Care Units. However, when I asked for details about these partnerships, you declined to respond and removed the listed hospitals from your website.<sup>8</sup> This lack of transparency is deeply troubling.

Potentially harmful products targeting vulnerable consumers, including parents, caretakers, and infants, cannot go unchecked. We’ve made this mistake before, specifically with the Fisher-Price Rock ‘n Play Sleeper, an inclined sleep product that became widely popular. Parents were led to believe the product was safe, even as the product was associated with at least one hundred infant deaths.<sup>9</sup> Today, we can prevent similar tragedies by being proactive in scrutinizing product safety rather than permit a preventable tragedy.

Dreamland Baby must meaningfully understand the impact of your products on infant health and safety. To this end, I am demanding answers to the questions posed in my December 6 letter and urge you to make important and prompt safety updates to your website.

Given your company’s deceptive and misleading practices, please be advised that I am calling on the Federal Trade Commission to investigate.

Sincerely,

  
Richard Blumenthal  
United States Senate

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<sup>6</sup> Appendix A

<sup>7</sup> Appendix B

<sup>8</sup> Appendix C

<sup>9</sup> Fisher-Price Rock n’ Play Sleeper Recall Letter. (Feb 24, 2023).

<https://www.blumenthal.senate.gov/imo/media/doc/22423fisherpricerocknplaysleeperrecallletter.pdf>

## Appendix A

1. Review on Amazon: Pass  
<https://www.amazon.com/gp/aw/review/B09JWBBBSL/R7X85ZGCTC891>
2. Review on Amazon: Wouldn't recommend  
<https://www.amazon.com/gp/aw/review/B09JW8S7V4/R3L90I4LE5N3B4>
3. Review on Amazon: My son hated it  
<https://www.amazon.com/gp/aw/review/B0BT69XTJG/R3LKVVVBHRZIRUN>
4. Review on Amazon: Very disappointed  
<https://www.amazon.com/gp/aw/review/B09BDCY32X/R3OMC9HM8NUOUC>
5. Review on Amazon: It did not help my kid  
<https://www.amazon.com/gp/aw/review/B0B22Y8CPQ/R1QQT0OXHHL694>
6. Review on Amazon: Suffocation Hazard  
<https://www.amazon.com/gp/aw/review/B09BDCY32X/RLDZSJX4JGUL1>
7. Review on Amazon: Too heavy for my 2.5 year old  
<https://www.amazon.com/gp/aw/review/B0B1S9G1B6/RMBOKP3YKYPDO>
8. Review on Amazon: Dangerous  
<https://www.amazon.com/gp/aw/review/B09JWBBBSL/R1YIN1AY9YKTT0>
9. Review on Amazon: Dangerous  
<https://www.amazon.com/gp/aw/review/B08YS5GXCY/R2CG8X7DQM3FRR>
10. Review on Amazon: Breathing problems  
<https://www.amazon.com/gp/aw/review/B09JWBBBSL/R1RBKOXCD9PIPH>
11. Review on Amazon: Don't waste your money  
<https://www.amazon.com/gp/aw/review/B09JWBBBSL/R3FDR6EARA5T3K>
12. Review on Amazon: Chocking hazard  
<https://www.amazon.com/gp/aw/review/B09BDCY32X/R38Z4YSYLURNNE>
13. Review on Amazon: Safety issue?  
<https://www.amazon.com/gp/aw/review/B0B75TC61J/R24I9GELPYO8IW>
14. Review on Amazon: Don't get it  
<https://www.amazon.com/gp/aw/review/B09BDCY32X/R2BOPN4ZJM88PS>
15. Review on Amazon: Restrained baby  
<https://www.amazon.com/gp/aw/review/B08YS5GXCY/R3CFV32VTKT9LA>
16. Review on Amazon: Great in theory, but dangerous  
<https://www.amazon.com/gp/aw/review/B08YS5GXCY/R1RX75CQ96LLRD>
17. Review on Amazon: Weighed baby down too much for a baby that can roll  
<https://www.amazon.com/gp/aw/review/B08YS9VC39/R26LX2U3ZELBPV>
18. Review on Amazon: Does not work period  
<https://www.amazon.com/gp/aw/review/B0BT4PK15G/R2E515K63RFT6B>
19. Review on Amazon: Unsafe  
<https://www.amazon.com/gp/aw/review/B09KGN6XF7/RVSPXN406DLDC>
20. Review on Amazon: Tight on the neck  
<https://www.amazon.com/gp/aw/review/B0BT4PK15G/R3DA2Z910QVZ4I>
21. Review on Amazon: Inaccurate TOG rating  
<https://www.amazon.com/gp/aw/review/B0BT4PK15G/R6CQ7QS45I6ME>

22. Review on Amazon: Works ..for a little

<https://www.amazon.com/gp/aw/review/B09JW996Y4/R2QNIAA8GKD8CC>

23. Review on Amazon: Not Happy

<https://www.amazon.com/gp/aw/review/B0BFG3W4NC/R2LGM6E590ECIF>

## Appendix B

CLINICAL STUDY

### Safe & Calming

This [study](#) found wearable weighted blankets are safe and significantly calmed infants compared to when non-weighted blankets were used.

DEDICATION TO SAFETY

### We've proudly exceeded all United States Consumer Product Safety Commission Standards

We use 100% natural, soft cotton. Our fabrics are not treated with flame retardant and the inner poly pellet beads are non-toxic. We source only the best materials for ultimate comfort and safety.

### Rigorously Tested

The screenshot shows a Google search for "dreamland baby weighted blanket". The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "Videos", "Books", and "More". The "Shopping" tab is selected. On the left side, there are filter options: "Filter by" (Nearby, On sale, Get it fast), "Color" (Pink, Blue, Gray, Green, See 3 more), "Material" (Cotton, Fleece, Sherpa, Faux Fur), "Price", "Fabrication", and "Stores". The main search results area shows "About 576,000 results (0.50 seconds)". Under the "Sponsored" heading, there are five product listings for "Dream Weighted..." blankets in various colors (blue, white, teal, pink, green) with prices ranging from \$89.00 to \$99.00 and star ratings. Below the listings, there is a "Sponsored" section for "Dreamland Baby" with the URL "https://www.dreamlandbabyco.com" and a heading "Dreamland Baby Co - Weighted Blankets & Swaddles". A short description follows: "Dreamland Baby is the world's first safety certified **weighted blanket** designed for infants". Below this is a section titled "How It Works" with the text "Evenly Distributed Gentle Weight. Asleep Faster, Asleep Longer."

## Appendix C

October 2023:

The screenshot shows the 'Partner with Us' section of the Dreamland Baby website. At the top, it features the Dreamland Baby logo and the text 'GIVING BACK Partner with Us'. Below this, a paragraph states: 'We support non-profits through education, community building, and donations that share our safe sleep mission. If you're interested in having Dream Weighted Swaddles available for use in your NICU, contact [hospital@dreamlandbabyco.com](mailto:hospital@dreamlandbabyco.com)'. A row of logos for partner hospitals is displayed, including Children's Hospital Los Angeles, Duke University Hospital, Children's Hospital - St. Louis, Boston Children's Hospital, Rady Children's Hospital - San Diego, and Ann & Robert H. Lurie Children's Hospital of Chicago. The main content area is split into two columns. The left column contains a navigation menu with links for LEARN, SAFETY, HOW IT WORKS, BLOG, MEDICAL ADVISORS, HOSPITAL INITIATIVE, SUPPORT, FAQ, CUSTOMER SUPPORT, SHIPPING, and RETURN / EXCHANGE. The right column contains links for COMPANY, OUR STORY, REVIEWS, UPCYCLE PROGRAM, REFER A FRIEND, BRAND AMBASSADOR, WHOLESALE, and MAKE YOUR WAY TO DREAMLAND. Below these links is a short paragraph: 'Our weighted sleep solutions are designed to help your little one fall asleep faster & stay asleep longer.' To the right of the text is a photograph of five weighted swaddles in different colors: tan, blue, green, light green, and pink. Below the photo is the text 'Let's Be Friends'.

February 2024:

The screenshot shows the 'Partner with Us' section of the Dreamland Baby website from February 2024. At the top, it features the Dreamland Baby logo and the text 'GIVING BACK Partner with Us'. Below this, a paragraph states: 'We support non-profits through education, community building, and donations that share our safe sleep mission. If you're interested in having Dream Weighted Swaddles available for use in your NICU, contact [hospital@dreamlandbabyco.com](mailto:hospital@dreamlandbabyco.com)'. The main content area is split into two columns. The left column contains a navigation menu with links for LEARN, SAFETY, HOW IT WORKS, BLOG, MEDICAL ADVISORS, HOSPITAL INITIATIVE, SUPPORT, FAQ, CUSTOMER SUPPORT, SHIPPING, and RETURN / EXCHANGE. The right column contains links for COMPANY, OUR STORY, REVIEWS, UPCYCLE PROGRAM, REFER A FRIEND, BRAND AMBASSADOR, WHOLESALE, and MAKE YOUR WAY TO DREAMLAND. Below these links is a short paragraph: 'Our weighted sleep solutions are designed to help your little one fall asleep faster & stay asleep longer.' To the right of the text is a photograph of five weighted swaddles in different colors: tan, blue, green, light green, and pink. Below the photo is the text 'Let's Be Friends'.