

For more information about our services please visit
johnlewis.com/services

If you'd like to read this literature in an alternative format
please ask one of our Partners.

You can find lots more online at johnlewis.com

Need advice for your new arrival?

We offer all the help you need
to prepare for your baby.

Featured on the front cover: Carole Tomlinson, Nursery Advisor

John Lewis department stores SD828-98 / 02.12



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Experts on Hand



If you've got a new baby on the way, congratulations and welcome to one of life's most wonderful journeys. At John Lewis, we have a great deal of experience in giving new parents all the help and advice they need at this exciting time. All our Partners in the Nursery department are highly trained to help you choose the right products, but if you'd like more in-depth advice, our nursery advisors are here to help.

This leaflet explains how our free Nursery advice and Nursery list services work. It also includes a checklist of baby essentials, as well as details of other services you may find useful as your child develops.

And rest assured, because we're Never Knowingly Undersold, our prices match the lowest on the high street, even online.

Would you like some nursery advice?

For a wealth of expert, impartial advice, book a free personal consultation with one of our nursery advisors. They'll answer any questions you have, talk you through what you need, and help you create your nursery list.

Your personal consultation is the ideal way to find out what's essential, and to ask those important questions about buggies, cots, bottles and so on. First your nursery advisor will chat with you about your lifestyle and budget, then they'll take you around the Nursery department to compile your nursery list.

When it's ready, they'll print out your nursery list to use straight away, and also register your list online, so that you, your family and friends can access it at any time. You can read more about the nursery list overleaf.

Ready to book your appointment?

Your appointment typically lasts for around two hours, and you're under no obligation to buy anything. To request your appointment please speak to one of our Partners in store, call your local shop, or visit johnlewis.com/nurseryadvice

Would you prefer to create your own nursery list?

If you know what you need, creating a nursery list lets you keep track of everything, and makes it easy for your family and friends to buy gifts too.

There are two ways to create your nursery list. If you've booked an appointment with one of our nursery advisors, they will help you compile your list. But if you'd rather do it yourself, visit johnlewis.com/nurserylist to register, set up and compile your nursery list. Then you can check its status whenever you want, and easily add or remove items.

You can share your list with family and friends, and they can buy from it online, by phone or from any John Lewis. Once an item has been chosen and paid for, we'll store it until you want it delivered. We deliver everything together, free of charge, and at a time that's convenient to you. We can also make an additional separate delivery if you'd like some items earlier.

Just need a simple checklist of baby essentials?

If you haven't got time to meet with one of our nursery advisors, this checklist will help you get hold of what you need.

Sleeping

- Moses basket or crib (your baby can sleep by your bed for the first 3 months) ☐
- Cot or cotbed ☐
- New mattress (a must for every new baby) ☐
- 3-4 fitted sheets ☐
- Swaddling blanket or sleeping bag ☐
- 3-4 blankets (instead of a swaddling blanket, never as well as) ☐
- Room thermometer ☐
- Digital thermometer (for baby's temperature) ☐
- Night light ☐
- Baby monitor ☐

Bathing and Changing

- Baby bath or bath support ☐
- Bath thermometer ☐
- Top and tail bowl ☐
- Toiletries, cotton wool, sponge and flannel ☐
- Changing mat and travel changing mat ☐
- Cuddle robe or towels ☐
- Nappies (as many as you can store for several days at a time) ☐
- Nappy pail or similar/nappy sacks ☐
- Baby wipes ☐
- Muslin squares ☐
- Baby brush and comb ☐
- Baby nail scissors or clippers ☐

Feeding

Breastfeeding

- Nursing bras ☐
- Breast pads (washable or disposable) ☐
- Breast cooling pads ☐
- Nipple protectors ☐
- 6 muslin squares ☐

Bottle feeding

- 6-8 bottles and teats (slow flow) ☐
- Steriliser (choose steam, microwave or cold water) ☐
- Bottle warmer ☐
- Bottle brush ☐
- 6 muslin squares ☐

Travel

- Infant carrier/car seat (it's not recommended to use a second hand car seat) ☐
- Pram/pushchair (that's suitable from birth) ☐
- Baby carrier or sling ☐
- Parasol or sun canopy in summer ☐
- Rain cover for your car seat and pram or pushchair (if not included in package) ☐
- Travel cot (or you could use a Moses basket) ☐
- Sun blinds for car windows ☐
- Changing bag ☐

Clothing

- Bodysuits x10 ☐
- Sleepsuits x10 ☐
- Cardigans x2 and other layers ☐
- Scratch mittens x2 pairs ☐
- Socks ☐
- Hat ☐

Play

- Bouncer/rocking cradle ☐
- Play/activity mat ☐
- Rattles or musical toys ☐
- Pram toys ☐
- Car seat arch or toys to hang on car seat handle ☐

Looking for other services?

We offer a range of other services for you and your child. Here are some that may come in handy soon.

Lingerie

Finding a comfortable bra makes all the difference when you're pregnant, so why not go for a free fitting in our Lingerie department? Our highly trained fitters can accurately measure you, as well as help you select the right maternity and nursing bras. To find out more, or book an appointment, please ask one of our Partners in store, call your local shop, or visit johnlewis.com/lingerieadvice

Imprints

Creating a permanent impression of your little one's tiny hand or foot makes the perfect keepsake and a lovely gift. We'll take a print into soft clay, which is fired and glazed then mounted into your choice of box frame.

Visit johnlewis.com/imprintservice to see the range of packages and call or book an appointment in any of our stores with a Nursery department.

Personalisation

We offer a range of personalised baby gifts, from bibs to trainers and booties. To find out more, visit johnlewis.com and click 'gifts' in the 'baby & child' section.

Children's shoe fitting

It's so important that children wear properly fitting shoes, because growing feet are easily damaged. We provide a free children's shoe fitting service; just visit your nearest store which offers childrenswear, and talk to one of our Partners.