

shusher[®]

THE SLEEP MIRACLE





The Sleep Miracle sound machine that quickly soothes fussy babies, offering parents a portable and convenient way to stop crying fast.

Stops Crying Fast

Rhythmic “Shhh” sound calms fussiness in seconds.

Set It & Relax

Choose 15 or 30 minutes of soothing sound.

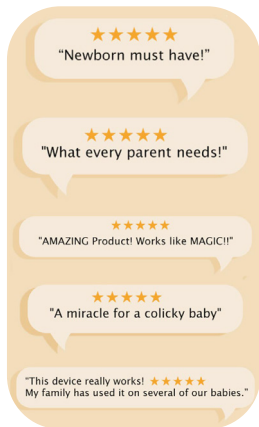
Take It Anywhere

Portable, battery-powered, and easy to attach.

MSRP \$34.99



Product Recognition



- Over 19K positive Amazon reviews & counting
- Most consumer reviews of any child focused sound machine on Amazon
- Top-5 selling sound machine in “Baby Sleep Soother” category on Amazon
- Top selling sound machine in “Unique Baby” category on Amazon



TARGET

Available at all
Target Stores Nationwide



Battery & Marketing
Partnership



Marketing
Partnership

Available at:



amazon

Walmart

and other
leading
independent
retailers

News and Media Coverage

- Hundreds of media outlet mentions: BuzzFeed, Huffington Post, Glamour, Good Housekeeping, US Weekly, The Bump, and more.
- Strong organic marketing coverage across media channels and demographics.
- Commonly featured in Top-10, Best-of, and Holiday Must-Have Gift lists.
- Over 500+ influencers have posted about the product already in 2025, with over 5 million followers

Forbes

"Baby Shusher a miracle for new parents."
-Forbes Magazine

CNN

"Parents everywhere obsessed with the Baby Shusher."
-CNN Underscored

Opal Daily

"A massage for baby's mind."
-Katy Perry

ON AIR

WITH RYAN SEACREST
"Get a Baby Shusher!"
-Sisanie reports



"I saw Eva Chen use [this] on her Instagram and thought I'd give it a go and see if it works. It does!"

- **Tan France**



"It makes the baby stop crying. That has been a lifesaver."

- **Cameran Eubanks**

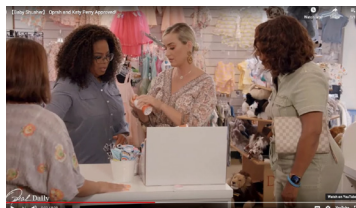
- "More people have given the Baby Shusher 5-star reviews than live in my hometown." - **BUZZFEED**
- "This little gadget is designed to lull crying babies...Hallelujah" - **Cosmopolitan**

PR & Marketing



Baby Shusher + Duracell

Two TVC's launched in partnership with Duracell, running across social media and YouTube, with past placements on Hulu, Google TV, and YouTube TV.



Oprah Daily

Organic product placement on Oprah Daily, featuring Katy Perry, Oprah Winfrey, and Gayle King discussing and purchasing the Baby Shusher.



Rachel Ray

Baby Shusher featured on the Human Lab Baby Products segment of the Rachel Ray show.



US & International Morning Shows

Baby Shusher has been featured on multiple morning segments across the US and international network affiliates. The brand has a running network of 90+ affiliate outlets.



Designed specifically for the nursery, this amber-lit sleep soother combines the calming Shusher sound with convenient features for all-night comfort.

Soothing Glow

Gentle amber light for better sleep.

Calms Fast

Original Shusher sound for instant comfort.

All-Night Ease

USB-C charging & extended timers.

MSRP \$39.99



Shusher Sloth

A cuddly, on-the-go sleep companion that automatically soothes toddlers with the signature Shusher sound, thanks to smart noise detection.

Automatically Soothes

Smart noise detection.

Soft & Soothing

Cuddly sloth with Shusher sound.

On-the-Go Comfort

Battery-powered & easy to attach.

MSRP \$49.99



babyshusher Collection

The ultimate gift for new parents, this all-in-one collection provides effortless comfort with shushing, pacifiers, and swaddles.

All-in-One Soothing

Everything you need for a calm, happy baby.

Gift-Ready Convenience

A perfect bundle for new parents.

Effortless Comfort

Shushing, pacifiers, and swaddles in one easy set.



MSRP \$49.99

Safe, gentle, and easy-to-clean pacifiers designed for breathable comfort with hypoallergenic silicone.

Safe & Gentle

Hypoallergenic silicone for worry-free soothing.

Breathable Comfort

Ventilation holes keep baby's skin dry & irritation-free.

Durable & Easy to Clean

One-piece design means no hidden germs or extra parts.

MSRP \$19.99





Designed to naturally calm anxious dogs with a soothing “shush” sound, supporting training and easing stress without medication.

Built to Last

Chew-proof design stands up to even the toughest pups.

Naturally Calms Anxiety

Soothing shush sound eases stress without meds.

Supports Training

Helps reinforce calm behavior during crate time & new routines.

MSRP \$39.99



ShusherCare

A gentle saline solution that cleanses, soothes, and promotes healing. When you breathe easier, you sleep better.

Breathe Easier

Naturally and safely clears congestion for all ages and gentle enough for infants.

Protects & Heals

Keeps tattoos and piercings clean for better healing.

Cleans with Care

Gently washes minor cuts and scrapes without irritation.

30 ml Pump	MSRP \$6.99
100 ml Spray	MSRP \$12.99
Wound Wash	MSRP \$14.99



Provides quiet and effective congestion relief for the whole family with adjustable modes and cloud-mist technology.

Versatile

Adjustable comfort modes & masks designed for the whole family.

Cloud-mist Technology

Delivers an ultra-fine nebulized mist for easy, effective congestion treatment.

Nebulizer	MSRP \$49.99
20 ct Saline Ampoules	MSRP \$14.99
50 ct Saline Ampoules	MSRP \$34.99



Simplifies routines and reduces stress by signaling to kids when it's time to start or stop activities, all controllable remotely via a phone app.

Makes Time Easy

See and hear when it's time to start or stop activities.

Stress-Free Routines

Stay on task without constant reminders.

Control from Anywhere

Set & adjust timers remotely with the phone app.

MSRP \$39.99





Helps babies develop neck and core strength safely and comfortably, easing colic symptoms while supporting key motor skill development.

Supports Development

15° incline strengthens neck & core.

Easy to Clean

Wipes down in seconds.

MSRP \$49.99



Before Shusher became the trusted sleep brand it is today, Charlotte Wenham was in the thick of it all—a dedicated nurse and a sleep-deprived mom of two adorable baby boys. Back then, she spent her days caring for patients in the ER and her nights trying to soothe her own little ones with every trick in the book. Amid the chaos of hectic shifts and midnight feedings, Charlotte discovered that a simple, soothing shush could work wonders.

Now that her boys have grown up and moved on from those sleepless nights, Charlotte pours all that hard-earned wisdom and humor into running Shusher. She leads the company with the same genuine, playful spirit (seriously, she's an avid skydiver) that helped her navigate the early years of motherhood.

Shusher is a knowing wink to every parent who's ever whispered, "Please, just go to sleep," at 2 AM. It's not just about silencing the chaos (though, let's be honest, that's a major perk)—it's about embracing the beautifully messy, laugh-so-you-don't-cry, totally unpredictable adventure of raising tiny humans.



pNeo LLC,
PO Box 128, Greenville TX 75403
Fax: 1-817-808-6003
email | sales@pneo.org
www.making.business

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