



Understanding Your Baby's Head Shape



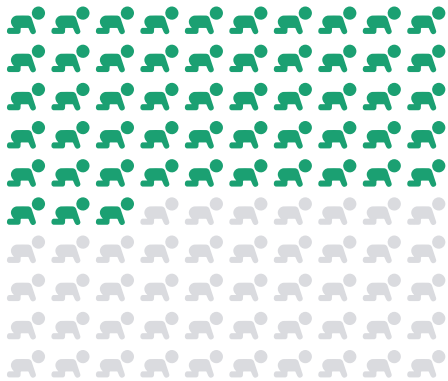
For Every 100 Babies



53%

NORMAL HEAD SHAPE

No treatment recommended



WHAT IT LOOKS LIKE

No noticeable flatness or asymmetry.

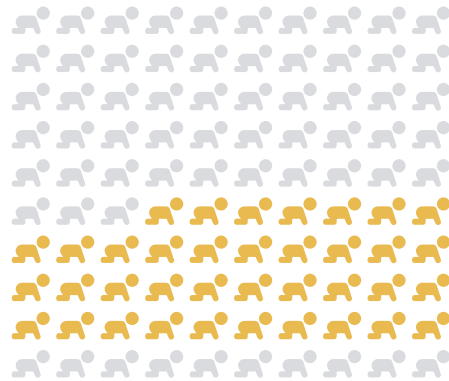
Head is roughly 1/3 longer than it is wide.



37%

MILD PLAGIOCEPHALY

No treatment typically recommended



WHAT IT LOOKS LIKE

Flatness is difficult to see.

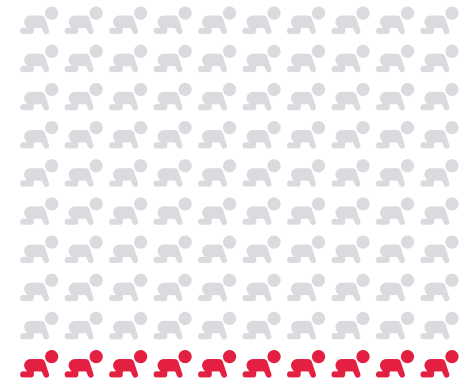
Asymmetry and ear shift are minimal.



10%

MODERATE / SEVERE PLAGIOCEPHALY

DOC Band® treatment typically recommended



WHAT IT LOOKS LIKE

Flatness is easy to see.

One or more of the following may also be evident:

- Asymmetrical facial features
- Misaligned ears
- A sloped or bulging forehead
- A noticeably wider and/or taller head



My baby has plagiocephaly. What does this mean?

You're not alone. Today, nearly one in every two infants (47%)* is affected by some form of plagiocephaly. Fortunately, the condition is treatable—there is something you can do.

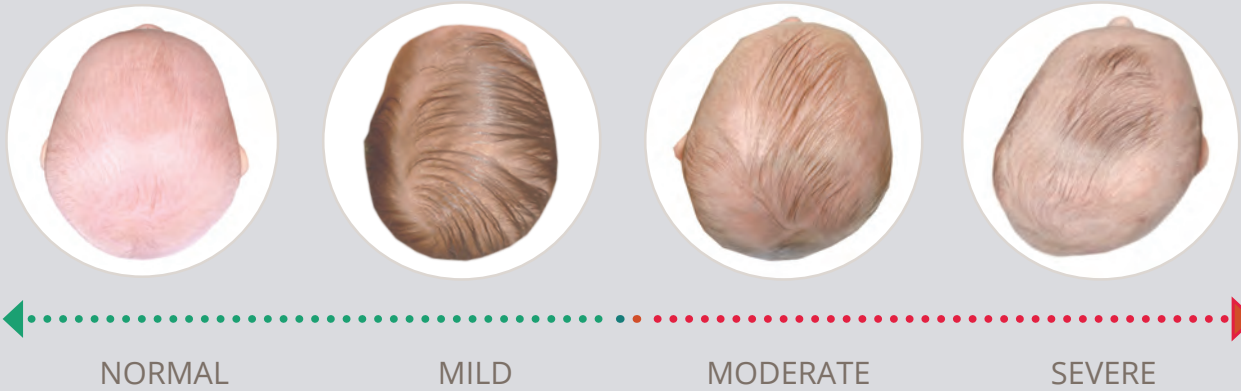
*Source: Mawji, A. et al. The Incidence of Positional Plagiocephaly: A Cohort Study. Pediatrics, 132-2 (2013): 298-304

What does plagiocephaly look like?

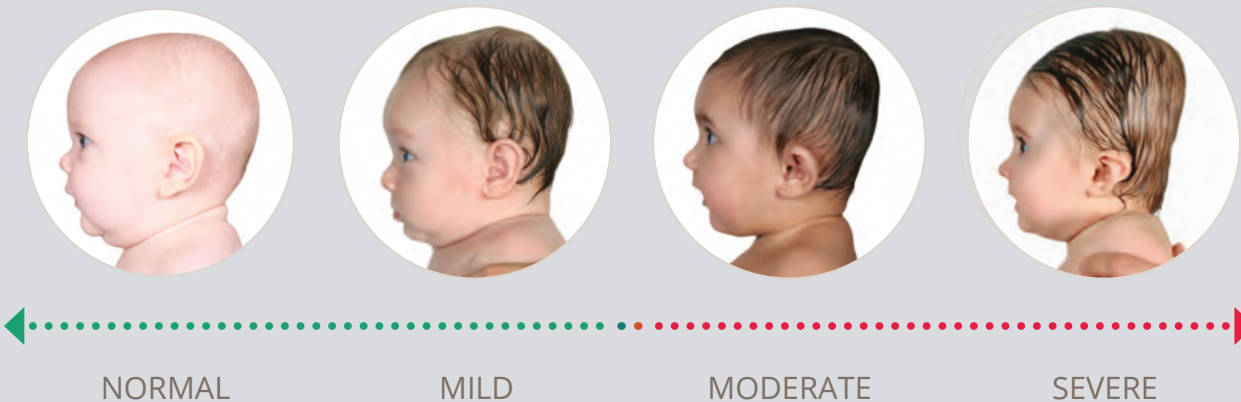


Parents spend so much time with their baby that recognizing an abnormal head shape can sometimes be difficult. Below are some examples of mild to severe plagiocephaly and brachycephaly, along with a normal head shape for comparison.

PLAGIOCEPHALY | View of head from above



BRACHYCEPHALY | View of head from side



Schedule a free evaluation.

Visit Cranial Technologies for a free head shape evaluation with one of our highly skilled clinicians. 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.

Call 844-477-5894 to schedule your free evaluation at the nearest Cranial Technologies clinic.