

A New Way To Understand Your Baby's Crying



## Period of **Purple** Crying



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## The Letters in **PURPLE** Stand for

**P**  
**PEAK OF CRYING**  
Your baby may cry more each week. The most at 2 months, then less at 3-5 months

**U**  
**UNEXPECTED**  
Crying can come and go and you don't know why

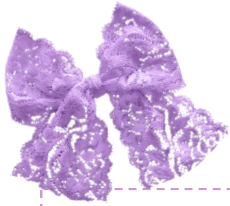
**R**  
**RESISTS SOOTHING**  
Your baby may not stop crying no matter what you try

**P**  
**PAIN-LIKE FACE**  
A crying baby may look like they are in pain, even when they are not

**L**  
**LONG LASTING**  
Crying can last as much as 5 hours a day, or more

**E**  
**EVENING**  
Your baby may cry more in the late afternoon and evening

What does purple stand for ?



The acronym **PURPLE** is used to describe specific characteristics of an infant's crying during this phase and let parents and caregivers know that what they are experiencing is indeed normal and, although frustrating, is simply a phase in their child's development that will pass. The word period is important because it tells parents that it is only temporary and will come to and end.

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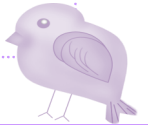
When does it start ? and how long does it last ?

The **Period of PURPLE Crying** begins at about 2 weeks of age and continues until about 3-4 months. There are other common characteristics of this phases, or period, which are better described by the acronym **PURPLE**. All babies go through this Period it is just that during this time some can cry a lot, some far less, but they all do go through it.

Why is it called " period of purple crying "?

prefer to this time as the **Period of PURPLE Crying** . It is not because the baby turns purple when he/she cries but provides a meaningful and memorable way to describe what parents and their babies are going through. we to refer

What is the Period of Purple Crying?



The **Period of PURPLE Crying** is the phrase used to describe the point in a baby's life when they cry more than any other time. This period of increased crying is often described as colic, but there have been many misunderstandings about what "colic" really is .It is confusing and concerning to be told your baby "has colic" because it sounds like it is an illness or a condition that is abnormal. When the baby is given colic medicine it reinforces the idea that there is something wrong with the baby when in fact the baby is going through a very normal developmental phase.

It is a new way to help parents understand this time in their baby's life, which is a normal part of every infant's development.