



 Circle Baby Care

The shared baby log for everyone who helps.

10 days free

£1.99 / month

Whole family included

Feeds, sleeps, nappies, medicine and milestones — logged in one tap and shared instantly with your partner, your mum, your midwife visit and anyone else who holds your baby.



Scan to start your 10 days free
circlebabycare.com · add it to your home screen
A brochure for the tired and tender.

To every mum reading this at an unreasonable hour

Nobody claps at 3am.

There is no applause for the feed you did with your eyes closed, the nappy changed in the dark, the hour you spent listening to breathing to be sure. It is the most important work being done in the country tonight, and it is happening quietly, in thousands of dim rooms, by people who are not being thanked.

So: thank you. Genuinely.

We did not build Circle Baby Care because we thought parents needed more data. We built it because we were the couple on the sofa at midnight, disagreeing about whether she had already been fed, and neither of us could remember. Because the mental load — the running tally of everything — had quietly landed on one person, and that person was exhausted.

This little app does one thing: it takes the remembering out of your head and puts it somewhere your partner, your mum and your childminder can see too. That is all. It will not make your baby sleep. It will not grade you. There are no streaks to keep and nothing to fail.

What it will do is answer the health visitor's questions in five seconds, let someone else take a shift without a briefing, and give you one honest record of a day you were too tired to hold onto.

And on the days it is hard — because some of them are — please remember this: each day, each sacrifice and each kiss shapes not only your child, but the kind of parent they will become. You are starting an amazing chain for generations.

You are doing better than you think. Keep going.



Simon & the Circle team

Parents first, builders second.

Your day, from first feed to lights out

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£1.99 a month, and how to add it to your phone

01 · ONE TAP LOGGING

Log a feed before you've sat down

Everything in Circle is built for one hand, in the dark, with no spare attention. Tap once and the timer is already running.

- Breast, left or right
Tap a side and a live timer starts immediately.
End it later, or mark the feed as still going and come back to it.
- Bottle and expressed
Formula, expressed milk and combination feeding all sit in the same log, side by side, with no judgement attached.
- Nappies in two taps
Wet, dirty or both. Enough detail for the health visitor, not enough to be a chore.
- Works offline
Log in a hospital corridor or a dead-signal bedroom. Everything syncs the moment you're back on.

Why it matters

From day five, NHS guidance looks for around six or more heavy wet nappies a day and regular feeds. When someone asks, you'll have the honest answer on screen in five seconds instead of trying to reconstruct a blurred week.

Live timers

One-handed

Offline first

02 · SLEEP

Naps and bedtimes, without the maths

Start a nap with one tap and a running timer appears straight away. If they're still asleep, leave it running — Circle handles the rest.

- Still sleeping
No need to guess an end time. Mark them as still asleep and close the nap whenever you surface.
- Gentle rhythm suggestions
Based on your baby's own logged pattern, not a stranger's schedule. Bedtime suggestions only appear in the evening window.
- Wake windows at a glance
See how long they've been awake without doing sums at 4pm with a crying baby on your shoulder.
- Night mode
A dark, dimmed interface so a 3am check doesn't wake the whole room.

No scores, no streaks

Circle never grades your baby against an average or tells you they are 'behind'. It shows you what happened and, if it helps, a soft suggestion for what might come next. You can ignore every one of them.

Instant timers

Wake windows

Dark night mode



03 · MEDICINE

Calpol at 2am, counted for you

Medicine is the one thing you really cannot afford to misremember — especially when two tired adults are both trying to help.

- Every dose, timestamped
Who gave what, and when. No more 'did you already give her some?' at the top of the stairs.
- Shared instantly
A dose logged by your partner or your mum shows on your phone straight away.
- Gap and limit warnings
Circle tells you when the next dose is due and warns you before a 24-hour limit is reached.
- Ready for the GP
If you end up at the surgery or NHS 111, the exact history is there rather than in your head.

Always follow the label

Circle is a record, not a prescriber. Dose according to the packaging or your pharmacist's advice, and contact your GP, pharmacist or NHS 111 if you are unsure or your baby seems unwell.

Dose history

Limit warnings

Shared in real time

04 · THE SOS BUTTON

One tap that says 'I need a hand'

The witching hour does not care that you are on your own. SOS is a soft alert to the people already in your circle — no explaining, no apologising.

- One tap, no message needed
Your circle gets a notification saying you'd like help now. You don't have to find words while a baby screams.
- Choose who it reaches
Partner only, or partner plus the grandparent who lives ten minutes away. You decide who's on call.
- Nobody has to be perfect
Whoever can respond, responds. The others see it was handled.
- Not a medical alarm
For anything urgent or medical, call your GP, 111 or 999. SOS is for the human kind of emergency.

Built for single parents too

You do not need a partner to have a circle. A sister, a friend, a neighbour or a grandparent can all be the person who sees the SOS — and often that one tap is easier than making the call.

Instant alert

You choose who

Free with your plan

05 · PARTNER SUGGESTIONS

Practical prompts, not nagging

Most partners want to help and genuinely don't know what would help most right now. Circle turns that into something specific.

- **Suggestions from the day**
If the last three feeds were hers, Circle nudges him towards the next bottle, the nappy run or an hour of the pram.
- **Recovery-aware**
In the first weeks after birth — vaginal or caesarean — prompts lean towards rest, food and water rather than tasks.
- **Shared, not scored**
It isn't a chore chart or a league table. Nobody is being marked.
- **Quiet by default**
Turn notifications down to one gentle nudge a day, or off entirely.

The mental load, moved

The real work isn't the feed — it's the remembering. When both parents can see the same day, the person who has been awake since 4am stops being the family archive as well as the primary carer.

Specific, not vague

Kind by design

For partners & helpers



06 · YOUR CIRCLE

Grandparents, invited in one tap

Send a link or a code by WhatsApp or text and they're in — with install instructions already written for them so you're not explaining anything at midnight.

- Invite by link or code
Pre-written message, ready to send. They tap, install and join your baby's log.
- Remove access any time
Arrangements change. Removing a caregiver takes seconds and takes effect immediately.
- Everyone sees the same day
Entries show who logged them, so a handover needs no conversation at all.
- Whole circle, one price
No per-person charges. Your partner, both grandmothers and the childminder cost the same as you alone.

Why this is the feature that sticks

In UK reviews of baby trackers, the most common complaint is 'my partner can't see it'. Sharing is not an add-on in Circle — it's the reason we built it.

WhatsApp invites

Live sync

No per-person fees



07 · SHOPPING & VISITS

The nappies nobody remembered to buy

A shared shopping list your circle can actually act on — and a simple way to tell everyone that someone is on their way over.

- **Shared shopping list**
Add nappies, milk or paracetamol as you notice them. Whoever is out picks them up and ticks them off.
- **Favourites you re-add fast**
The things you buy every week are one tap away instead of typed out again.
- **Caregiver visits**
Log that Nan is coming at two. Everyone sees who is with the baby and when they arrive.
- **Doorstep help**
The friend who asks 'can I bring anything?' can just look at the list instead of you thinking of an answer.

Small feature, big relief

Half of the invisible load is remembering to ask for things. A shared list means the asking happens once, in writing, and then it's someone else's turn to notice.

[Shared list](#)[Favourites](#)[Visit log](#)

A tidy summary for the health visitor

Everything you've logged, gathered into something you can actually hand over — without scrolling through a fortnight of entries in a waiting room.

- 7-day export
Feeds, sleeps, nappies and medicine summarised for the last week and ready to show or send.
- Simple trends
Enough to see a shape emerging, without pretending a three-week-old has a schedule.
- Milestones kept
First smile, first roll, first night you both slept. Recorded once, kept for good.
- Yours to take
Export your data whenever you like. If you leave, you leave with everything.

For appointments and for you

The six-week check, the weigh-in, the day you finally ring the health visitor because something feels off — those are the moments an accurate week of history quietly earns its keep.

[7-day summary](#)[Milestones](#)[Full data export](#)

09 · GUIDANCE

Advice from people who are qualified

Circle's articles follow NHS and other UK-regulated guidance, and our ambassador programme brings in midwives, health visitors, IBCLCs and dietitians.

- Weekly articles
Sleep, feeding, recovery and nutrition — written plainly, with sources you can check.
- NHS-aligned
We follow NHS and regulated UK guidance and say clearly when to speak to a professional instead.
- Ambassadors, not sellers
Qualified professionals join to share expertise. Our charter puts guidance ahead of selling.
- Babinars
Live, practical sessions with professionals — the questions you'd ask if you had someone to ask.

Where to go when it's serious

Circle never replaces clinical care. Contact your midwife, health visitor, GP or NHS 111 whenever you are worried — and 999 in an emergency. That advice sits inside the app too.

NHS-aligned

Midwives & IBCLCs

Live Babinars

PRICE, PRIVACY AND GETTING STARTED

£1.99 a month. Your whole circle included.

One subscription covers everyone who cares for your baby — partner, grandparents, childminder. No per-person pricing, no adverts, no upsells inside the app. Ten days free to try it properly, and cancelling takes two taps.

What's included

Unlimited feeds, sleeps, nappies, medicine and milestones · shared access for your whole circle · SOS alerts · partner suggestions · shopping list · 7-day export · offline logging · all future features

Your data, plainly

Stored securely in the UK/EU under UK GDPR. Never sold, never used for advertising. You can export everything or delete your account at any time. Only people you invite can see your baby's log.

Add it to your phone in 30 seconds

- 1** iPhone
Open circlebabycare.com in Safari, tap Share, then Add to Home Screen.
- 2** Android
Open circlebabycare.com in Chrome, tap the three-dot menu, then Install app.
- 3** Then
Tap the Circle icon like any other app. No app store, no download queue.



Scan to start your 10 days free
circlebabycare.com



You are not doing this alone.

Circle Baby Care was built by parents who kept losing track of the day. It is quiet, shared and gentle on purpose. Ten days free, then £1.99 a month for everyone who helps you.

Start tonight

Scan the code, open it in your browser and add it to your home screen. Invite your partner before you go to bed — the first shared night is the one that convinces you.



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CircleWork Ventures Limited · Suite 53c, Unimix House, Abbey Road, London, NW10 7TR, United Kingdom. Circle Baby Care is a record-keeping tool and does not provide medical advice. Guidance in our articles follows NHS and other UK-regulated sources; always contact your midwife, health visitor, GP or NHS 111 if you are worried about your baby.