



**Is this
normal**



Yes.

Sometimes babies can cry for hours at a time, no matter what you do to soothe them. In many cases, this is perfectly healthy.* It's called the Period of PURPLE Crying, and it can be common in the first five months of life — starting in the first few weeks and peaking around two months.

The good news is that it will end. No matter how long a baby cries, never use shaking to stop crying. This can cause serious and permanent injury. Remember, long-lasting crying will come to an end. Learn more at purplecrying.info.

Period of
PURPLE
Crying®

www.purplecrying.info

**Insert
Logo Here**

** If you think your baby may be hurt or sick, contact a doctor.*