

Erica Hargaden

Babogue



CONTACT DETAILS

T: +353 86 826 0887

E: info@babogue.ie

www.instagram.com/babogue_sleep/

www.babogue.ie



Trying to get a baby into a sleeping routine is challenging for all new parents, whether it's their first time or their fourth time. When Erica Hargaden found a sleeping routine that worked for her own three kids, she found friends coming to her for advice.

This led her to train as a Paediatric Sleep Consultant and set up her own practice, Babogue.

Erica, who had worked in the hospitality sector 10 years prior, spent several months researching how to become a certified sleep consultant. Upon completing an online training course in the US, by one of the first sleep consultants in the states, she set up Babogue in 2017.

Babogue offers services and solutions to parents experiencing sleep issues with their children. Erica works with parents to resolve these issues and provides support while they are working through the period of transition.

Erica runs Babogue herself in Naas, Co Kildare and works all over the country with parents of newborns and all ages.

Just 12 months after setting up Babogue, she built up an organic following of 4,000 on Instagram and her following is continuing to grow.

Erica comes from a family who ran their own business, so setting up her own has been her dream, which she credits as her biggest milestone so far.

Taking part in ACORNS helped her to look at ways to make the business more viable. And since completing the programme, she has been working on a series of videos called 'The Sleep Series' which she plans to launch along with a new website in Autumn 2019.

