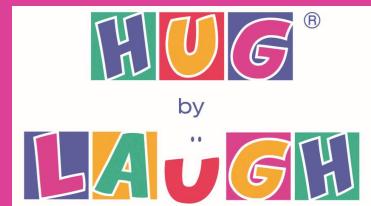


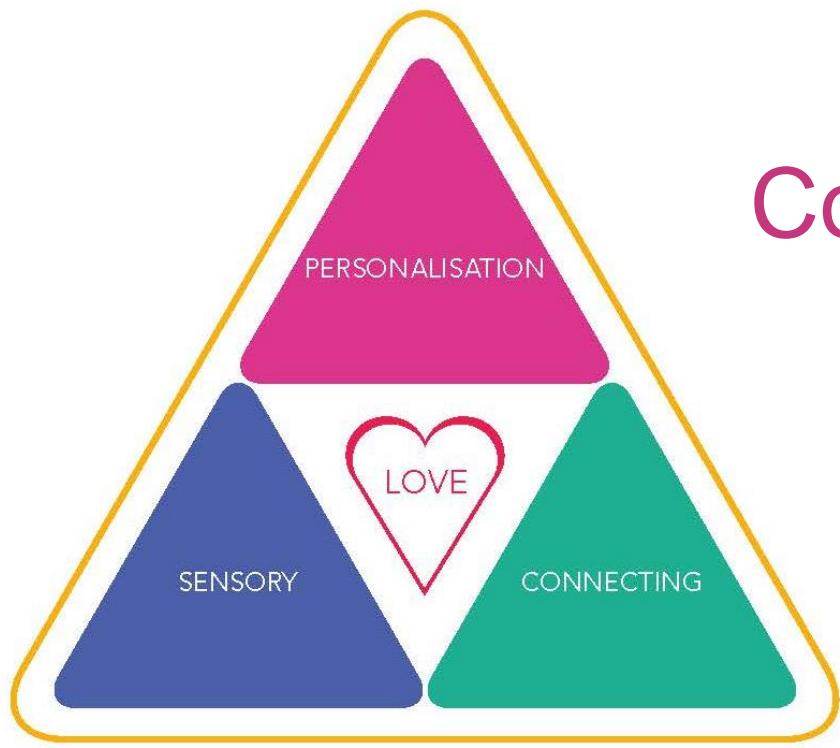
“All she needs is a HUG”

Compassionate Design for dementia care

Professor Cathy Treadaway, PhD.

Professor Emeritus Cardiff Metropolitan University
Design Director HUG by LAUGH Ltd.

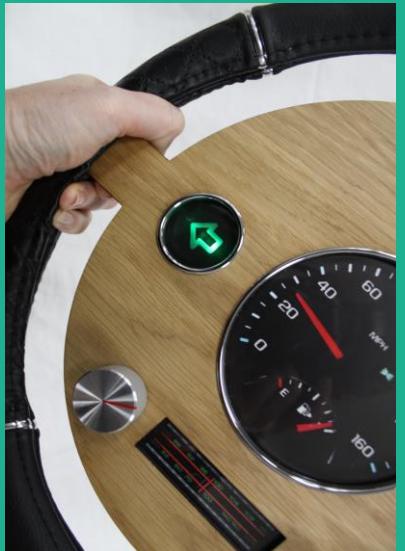




Compassionate Design methodology

C. Treadaway, 2016

Compassionate Design toolkit for designers: free pdf available at www.hug.world



LALUGH



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

UTS
UNIVERSITY
OF TECHNOLOGY
SYDNEY

Coventry
University

pobl

UKRI

Arts and
Humanities
Research Council



Research findings from Sunrise
residential care home, Cardiff UK:

Improvement in wellbeing for 87% of
people who had a HUG for 6 months

(Adapted Bradford Dementia Well-being Profile)

Increase in cognitive ability for some
(PAL Instrument)

NHS research:
HUG helps
reduce anxiety



Accelerator partner 2021

with 10% of net profit of HUG sales going back to the society



HUG

by

LAUGH



Cardiff
Metropolitan
University

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Who is it for?

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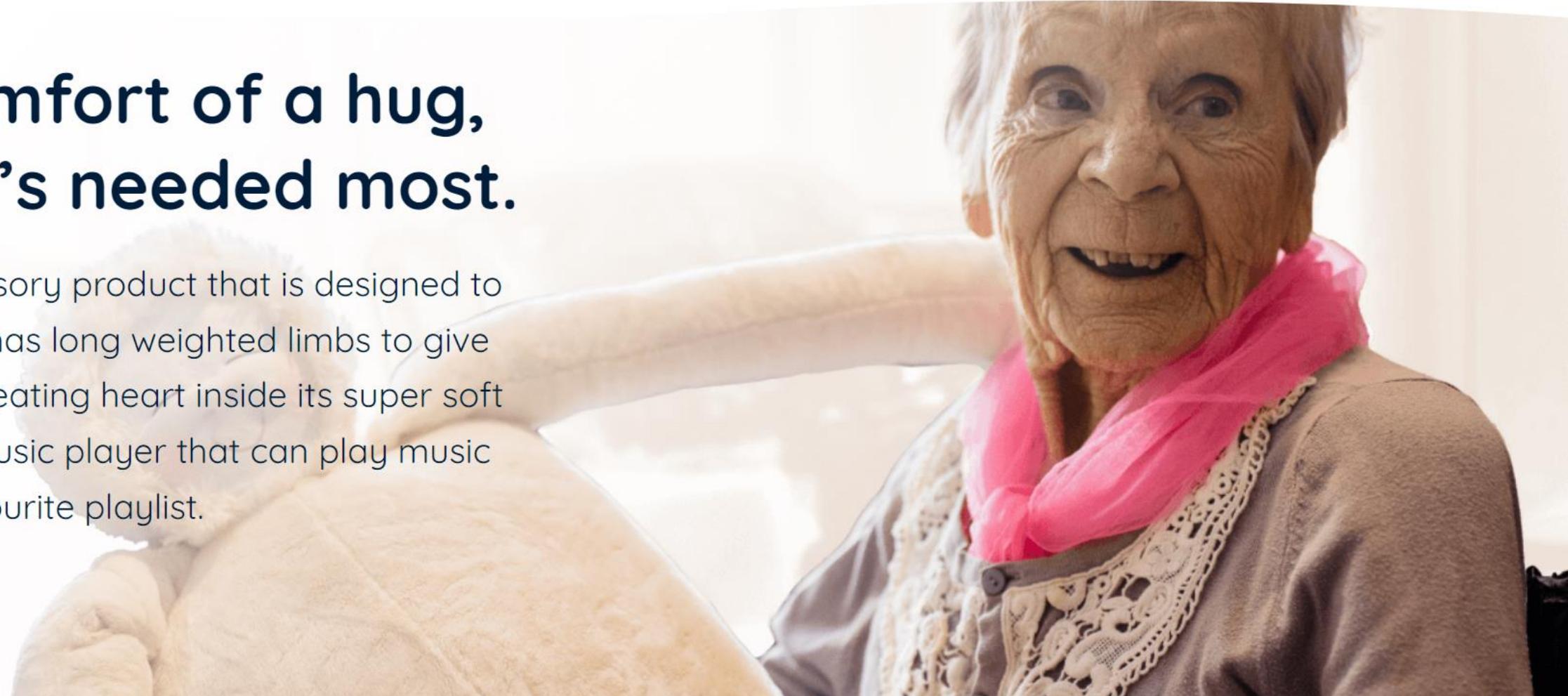
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Buy a HUG

The comfort of a hug, when it's needed most.

HUG™ is a sensory product that is designed to be cuddled. It has long weighted limbs to give you a hug, a beating heart inside its super soft body, and a music player that can play music from your favourite playlist.



Buy a hug >





HUG®

by

LAUGH

Available to buy in SE Asia from
<https://www.alphalifecare.com.au/HUG-by-LAUGH>

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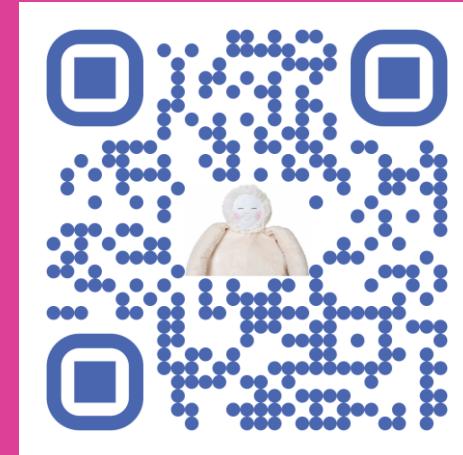
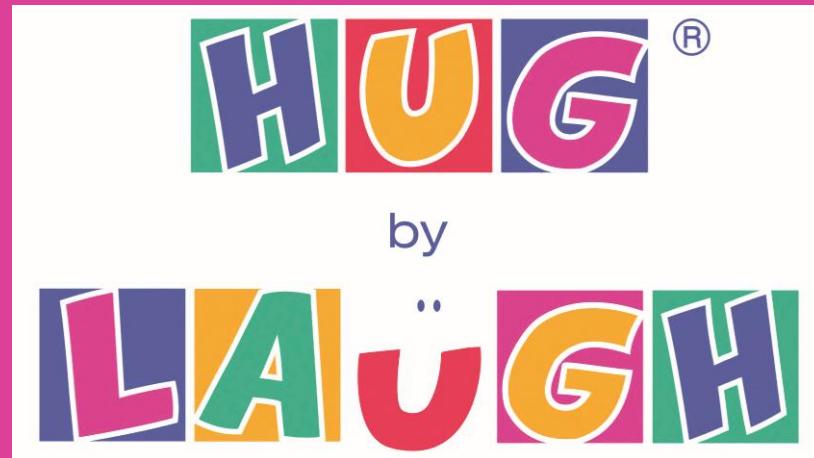
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Dementia: Care home uses dolls to ease anxiety

Dolls are having a positive effect on people with dementia, a care home has said.

HUG dolls were designed in 2019 specifically to help people with advanced dementia.



info@hug.world

www.hug.world

www.compassionatedesign.org

www.alphalifecare.com.au/HUG-by-LAUGH

