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From the Editor

Every pregnancy is a unique journey, but no mother wants to be travelling alone. Since parenting is such a steep learning curve, it is so important for new mums and dads to readily seek support from their spouses, friends, family and even Facebook groups like 2016 SG Mummies where you can virtually atleast vent some steam!

At Mummies Market, we strive to be at the forefront of providing you with answers sourced from the experts to reassure you at every step of your pregnancy, postpartum and parenthood journey. In this issue, we have interviewed medical professionals on common newborn skin troubles; constipation in babies; avoiding postpartum crash diets; dealing with baby teething and more. As parents ourselves, we know that no amount of information is ever too much when it concerns our little ones.

In fact, this year we have gone a step further to invite leading global health professionals to the largest Asian Parenting Summit on 11 June 2016 addressing new parents on the challenges of parenthood. Do check out Dr Frans Plooij's insights on controlled crying and hugging to hitting. Founder author of the Wonder Weeks concept, Dr Plooij has sold 1.5million copies of his Wonder Weeks book worldwide and has guided millions of new parents through their babies' fussy periods. Be sure to book a ticket to hear from him 'live and exclusive' when he visits Singapore this June!

As parents whilst we want to deliver uncompromisingly to our babies, let us not forget the airline rule - look after yourself, before attending to your baby! We know that once the baby arrives, the entire world may seemingly revolve around him / her - it is for a reason that we call them 'a bundle of joy'. Even before you reel from the initial emotions, you're literally deep-diving into dealing with the breast vs formula debate, fighting the colic war, sleep deprivation and the physiological and emotional transformation that your new role demands.

But remember, every pregnancy is unique and so is the journey that follows. Whilst it is inevitable that you make comparisons or learn from others around you, listen to your instincts as a parent because Mother Nature never decides wrongly for you!

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And More!

All information stated is correct at time of printing and subject to change without notice.

Life in Utero: What Baby hears and do

Near the end of my second trimester, I remember the day I picked up my guitar and sang in front of an audience. My baby kicked - in beat with my strumming! It took me completely by surprise!



What can my baby hear?

Utero is an auditory playground and definitely the noisiest place in the world. Although the fetus is the size of a pea, her ears are already developing throughout your first and second trimester. The inner ear connects with neurons in the brain responsible for processing sound, and the miniscule bone which sense the vibration of sound waves is formed. By week 16, your baby is able to detect limited sounds - your stomach rumbling, liquid gushing around her, your breathing.

By 24 weeks, your baby will hear more and more of the outside world and respond to voices and noises. It was found that a fetus heart rate often slows down when they hear their mother talking -- which proves your baby recognize your voice and finds comfort in it.

Will playing music make my more musical incline?

In the early 90s, Dr. Alfred Tomatis, a French researcher, claims that listening to classical music will enhance your baby's brain and neural development. However, not all doctors agree to this statement. There are no solid evidence that fetal musical stimulation makes your baby smarter. In contrast, experts express concern over sleep and natural growth disruption.

Your baby is naturally couched in thanks to the stimulation from your everyday conversation and activities - Mother Nature does a fantastic job of giving your baby sufficient stimulation at the appropriate time during development. However, if you are a music fan and play it throughout your pregnancy, chances are your baby will also have a certain liking when they are born.

What activities goes on in utero?

As early as 20 weeks into pregnancy, your baby reacts to what is around them. Because there isn't really much to do or touch in utero, your baby entertains herself by sucking on their hands and fingers, "walk" around by pushing the uterine walls with their feet or yank, pull and swing their umbilical cord.

Your baby is pretty clever too! They practice breathing in utero -- filling their lungs with amniotic fluid and moving the diaphragm; she will learn to breathe on her own by the time she enters the world.

Eating for two

The saying that "a pregnant mother eats for two" is true! A fetus's taste bud develops around the 7th weeks of pregnancy and by week 14, she is able to taste flavors in the amniotic fluid. Studies have shown that the flavors mothers eat during pregnancy passes through to her amniotic fluid, which affects her baby's taste preferences after birth. The more variety you consume during pregnancy and breastfeeding, the more likely your child will accept new food during weaning.

Beauty Treatment: What's safe and what's not?

Pregnancy is stressful, unleashes the "mumzilla" in us and the weighing machine is definitely not helping. Reward yourself with a beauty trip to the hair salon, or relax with facial sessions to get that pregnancy glow going! If you've heard rumours about these pampering sessions causing harm to your unborn baby, we are here to bust those myths!



False

1. "Manicure & pedicure are a big NO!"

With nail design being so popular these days, it is hard to resist. But we can't help worrying if those harsh chemicals will cause birth defects.

Truth is, you need massive, long-term exposure to the fumes and products before a problem arises. Also, your nail bed cannot absorb these chemicals so bi-monthly sessions are fine. Just make sure the saloon is well-ventilated and ask for a window or door seat if you are feeling nauseous. Alternatively, there are polish brands that are safe for pregnancy, so speak to your manicurists.

True

2. "Don't dye your hair! The chemical will enter your body through your scalp!"

(but only to a certain degree)

Appearance is everything to a woman, more so a pregnant mother. You don't have to compromise on your looks but always keep a few key factors in mind.

Chemicals can be absorbed through the scalp so avoid bleaching. Go for highlights as chemicals are not applied directly to the scalp. For hair treatments and full hair colouring, wait till your second or third trimesters when your baby's organ are fully developed -- to minimize any risk. If the saloon offers natural vegetable dye or organic brands, go for it!

False

3. "Just use any of your regular creams and lotions during pregnancy"

"Everything you apply may affect not only you, but also your unborn baby," says our dermatologist. Some topical ingredients can get absorbed into the bloodstream, so be extra vigilant when selecting a beauty product. For example, Retinoid, which is found in antiaging moisturizers, is a vitamin that speeds up cell division for a quicker skin renewal. This form of vitamin A can be harmful to an unborn child.

True

4. "Anaesthetic during tooth extraction will cause my baby to sleep or die"

Sadly, your wisdom tooth is here to stay for now.

The advice given by dentist is that the anaesthetic may cause your baby's heart to relax or stop completely -- a miscarriage. This said, if your wisdom tooth is infected and requires urgent surgery, a specialized dentist will have to carry it out due to the high risk. Close monitoring is required to make sure the baby is kept alive when administering any form of anaesthesia and a speciality shield is provided when doing x-ray.

True + False

5. "Go for facial treatment to get that pregnancy glow!"

The so-called pregnancy glow is very subjective. While some are blessed with good skin during this period, some may need a little assistance. Depending on individual's skin changes during this period, a facial treatment can help adjust to changes in skin texture and moisture.

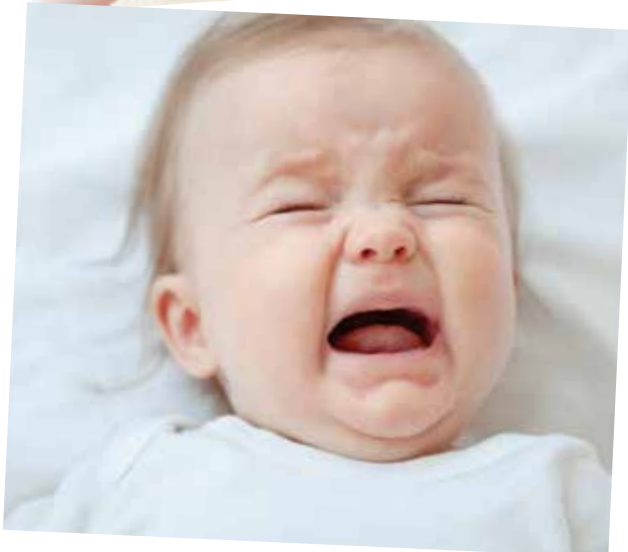
Do bear in mind that your skin is more sensitive now. Skip the more "premium" products created by the salon and go for the more organic choices such as cucumber mask. And remember to speak to your beautician about the use of any machinery as the electrical pulse might affect you. Other than that, you are good to go!

False

6. "Don't wax! The pain can cause contractions!"

Waxing while expecting is totally fine -- unless it is your virgin experience. The intense pain on your first visit can prompt contractions. But if you have done it multiple times before, a Brazilian job before labour can minimize bacterial transfer to your baby.

COLIC 101



What is Colic?

All babies cry. Crying is their way of telling us if they are hungry, wet, tired, hot, cold, sick or in need of a cuddle. While some babies cry more than others due to temperaments, crying is otherwise normal.

Baby colic -- alias infantile colic -- is perceived by an episode of crying that lasts more than 3 hours a day, more than 3 days a week, for at least 3 consecutive weeks in an otherwise healthy baby.

Is colic a sickness and how did my baby contract colic?

Colic is not a disease or virus / bacterial infection. Although the cause of colic is generally unknown, it is usually associated with:

- Digestive system development which cause muscles spasm.
- Excessive gas or wind in the stomach
- Hormones that cause stomach discomfort
- Development of the nervous system
- Moody or temperamental baby

If your baby is extra gassy, he may clench his fingers, arch his back, become flushed, and alternatively extend or pull up his legs and passes gas or poop to relief himself.

How do I identify a colicky baby?

Although colic itself is a mystery, a fussy or crying baby may not necessarily have colic. If your baby is healthy, well-fed and display the following symptoms, he or she may be colicky.

1. *Predictable crying episodes*
A colicky baby often cries about the same time every day, usually in the late afternoon or evening. Each episode may last for three hours or more. Gas or bowel movement may occur at the end of each episode.
2. *Intense or inconsolable crying*
Colic crying is intense, high pitched and sound distressed. Your baby's face may flush, and he or she is extremely difficult — if not impossible — to comfort.
3. *Crying that occurs for no apparent reason*
Crying usually means your baby needs something, such as food or a clean diaper. Crying with no clear reason is associated with colic.
4. *Posture changes*
Clenched fists, arched back, legs drawn towards the body and tensed abdominal muscles are signs of colic.

What are some ways to ease a colicky baby?

It is comforting to know that colic does not last forever. It tends to peak around 6 weeks of age and will gradually decrease when your baby is between 3 – 4 months. Although the duration seems long, trying these few remedies can give both you and your baby some relief.



When it comes to your baby's health, trust a doctor.

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1. Feeding Remedies

Colic is not caused by what you eat if you are breastfeeding or the type of formula milk. Instead, if your baby is drinking from a bottle, switching to an “anti-colic” bottle which is designed to reduce gas may help.

“Anti-colic” bottles have a mechanism for reducing the amount of air baby can swallow during a meal. Swallowing air can create uncomfortable pressure and gas in a baby’s tummy, and is considered a common cause of post-bottle fussiness.



When a baby drinks from a bottle, air rushes in when milk flows out. This is why we see bubbles in the milk. One of the most popular “anti-colic” bottle, Dr. Brown's Natural Flow, has a long straw that extends from the base of the nipple to the bottom of the bottle, so the air travels to the opposite end from where baby is drinking. This vent system allows air to escape at a different part of the nipple, so it doesn't travel out with the milk as baby drinks. And always remember to burp your baby during and after feedings.

2. Gas-relief medications

You can purchase over-the-counter gas relief medication or Wind drops from a pharmacy. These medications contain simethicone and may help to get rid of unwanted gas / wind that is causing discomfort.

How does colic affect my baby and family?

Colic itself does not cause any harm to the baby or his family members. But colic can create terrible pressure, especially for new parents. Most parents transit from worried to stressed to pure frustration due to the effects of prolong crying.

Just remember that your baby is healthy and colic is a temporary phrase.

Dealing with a colicky baby can be a challenge and wear you out -- It is normal and common to sometimes feel angry or resentful towards your cranky little one. You are not a bad parent to feel that way, so don't feel guilty. Everyone has these feelings sometimes.



What EXPERTS Say!

2016 Issue 01



**Avoiding
Diet Trap**

By Sarah Shamila



**Controlled
Crying**

By Frans Plooij



**Hospital
Bag Checklist**

By Nadia Lambrechts



Constipation

*By Dr Wong
Chin Khoo*



**From Hugging
to Hitting**

By Frans Plooij



**Common
Newborn
Skin Issues**

By Dr Ong Eng Keow

Controlled Crying:

To Do or Not to Do?

Sleeping issues and babies. I bet this is the biggest problem for all young parents. Everybody would love a miracle cure; a manual which guarantees a peaceful sleeping baby. This kind of manual does exist, but almost nobody dares telling the truth about the outcome. One way to get a baby to sleep is to use controlled crying. Effective for getting your baby to sleep, but how does it affect your baby otherwise?

I am not a fan of controlled crying for babies. To be frank, for younger babies, I wouldn't use controlled crying at all. If your baby cries, he needs you. He feels off balance, and wants you to comfort him.

Sometimes, people say that your baby will get spoiled or take advantage of you if you always comfort him. That is not true. Why? It is simple - because your baby's mental development is not at the same level at which we (adults) think. We adults would argue, "If I cry, I'm pretty sure mom's gonna come get me." A baby cannot use this kind of strategy until the ninth leap in his mental development, which comes at about 15 months of age. This means that you cannot spoil a baby before that age as far as comforting and love are concerned.

Even more, a baby craves for this comfort and love as one of his basic needs. Comforting a crying baby is one of the best ways to give your baby a basic feeling of safety. I'm well aware of the fact that comforting your baby every time he wakes up can be exhausting - especially when he is making a leap in his mental development. Meaning: when he is awake, he is cranky, clingy and crying (otherwise known as the "Three C's"), and when he is asleep, he wakes up much more often than usual. But remember, your baby is showing the "Three C's" during a leap because he is in a very difficult phase and he needs you.

So, a baby gets a basic feeling of a state of safety if you comfort him when he cries, but you get bonus points for achieving or providing this state of safety for him. Yes, I have to admit that this makes this period even more difficult for parents, too. But, hey, that's life - you and your baby are in this together!

Controlled crying is quite a harsh method. It works, for sure, but what your baby loses is a basic feeling of that state of safety. Instead, why not try to develop fixed routines preceding bedtime. That way, it is announced that it is time for bed. And, during the night when your baby wakes up, don't put on the lights when you go to comfort him. Doing so conveys a message that when it is dark, it is time to sleep. It is quite normal for babies to wake up every so often during the night, and what they have to learn is to get back to sleep again on their own. *By Frans Plooij*



Frans Plooij, Ph.D. is the author of the international bestseller *The Wonder Weeks* and one of the world's top specialists in infant/child development and parent-baby interactions. His book, based on 35 years of extensive research, describes

in easy-to-understand terms the incredible developmental changes that all babies go through during their first 20 months of life. Following Dr. Plooij's advice and insight in the babies changing brain, parents all around the world have been better prepared - often within a week or two - for the often drastic behavior that marks a new change in their baby's development, the new skills that emerge with each leap and how to get the most out of these wonder weeks.

(www.thewonderweeks.com)



COMMON NEWBORN SKIN ISSUES

Baby skin is often expected to be flawless and smooth. But it is also extremely sensitive, to the dismay of all first-time mums and dads! What do you do when your newborn erupts into a rash or other skin problems?

The human skin (epidermis) is actually your baby's protective barrier against all sorts of elements from sun to bacteria, which takes about a year to function properly. So there's no need for worry, here's a list of the common skin issues your newborn could face, and ways to care for it.

Skin problem 1: Cradle Cap

Cradle cap is a dry, flaky, yellowish 'dandruff-looking', scaly patches over the scalp and sometimes seen over the eyebrows of a baby. It usually starts after a month old and may last for a few weeks or months. It is not itchy and does not disturb the baby. Doctors call this "Infantile Seborrhoeic Dermatitis".

How to care:

Applying some olive oil or baby oil onto the affected areas for about 10 to 20 minutes (depending on how thick the accumulation is) helps in softening the plaques. After which gentle shampooing and massaging the plaques will loosen it and eventually remove the plaques. It is important not to use too much force as this might leave to abrasions. The other thing to note is that the plaques may recur again but will eventually disappear.

When to seek medical attention:

However, if the rashes appear in other places especially over the joints, a consultation with a doctor is required. This may be eczema instead.

Skin problem 2: "Pimples" or bumps on baby skin

This 'pimply' rash usually starts on the cheeks and face of most newborns when they are about 2 to 3 weeks old. It may extend to the forehead, scalp and even around the ears. It is not itchy and does not disturb the baby. It may worsen when the baby is hot and fussy or when the skin is irritated by saliva, spit milk or even clothes rubbing over it.

There is no known cause for the 'pimples'. Some believe it is due to hormonal changes just prior to delivery. Whatever it is, it is self-limiting and it will eventually completely resolve on its own.

How to care:

Do not apply any creams or use any acne wash over the skin. Just simply wash your baby's face with cool water will reduce the rashes. In fact, you might notice that the rashes improve when the baby is in a cool environment or after a bath and worsens when he is warm.

When to seek medical attention:

If there are blisters over the rashes and you can see pus collection in the blisters, you must bring the baby to seek medical consultation.

Skin problem 3: Vernix

All babies have this whitish, creamy, waxy material covering the baby's skin immediately after birth. The full name is vernix caseosa. It starts to be formed when the baby is in the last trimester before the baby is born. This waxy material is thought to be protective to the baby's skin after birth. It helps in neonatal adaption to the hostile environment, and prevents skin water loss, keeps the baby warm, and even helps in protection against skin infections.

How to care:

Most would allow the vernix to be removed gradually eventually with time. There is no immediate necessity to remove it unless it is very messy with blood stains, etc. In order to remove it, you will have to apply some baby oil over the area and gently use cotton wool to clean it off.

When to seek medical attention:

There's no real reason that one will need to seek medical attention unless there are some other rashes appearing with the vernix.

Skin problem 4: Cord care

Condition: A yellow pus-like discharge around cord.

How to care:

The umbilical cord is the baby's lifeline when he is in the womb. Once the baby is born, the cord is cut and clamped. From a translucent whitish cord, it will gradually swivel and dry, turning hard and black, finally falling off by about 2 to 3 weeks. When the cord is drying and hardening, the base will start to get loose and there might be some yellowish or bloody discharge from the base of the stump. This is normal and it is important to clean the base with alcohol swabs or boiled clean water on a cotton wool.

When to seek medical attention:

If the cord stump and surrounding skin turns red, swollen and even painful, there may be an infection. As there has been a connection from the blood vessels in the umbilical cord into the baby, it is very important to bring your baby to seek medical attention as any infection will enter the baby directly.

It is also important to bring your doctor to see a doctor if the umbilical cord does not fall off after 3 weeks and also if after the cord falls off, the remnant fleshy lump does not dry up completely by 3 weeks old.

Skin problem 5: Baby Rash

There is a common skin rash in many newborns that will appear soon after birth. It is called Erythema Toxicum Neonatorum or you will hear some doctors calling it 'ET' rashes. It appears as red patches of various shapes and sizes with tiny white or yellow heads in the centre. It is harmless and resolve within 1 to 2 weeks. The area of the rash moves from place to place till it eventually completely resolves. No one actually know the cause of the rashes but some think it is due to the skin reacting to a new environment; from an environment where it is covered with water to one where it is dry.

How to care:

There is no need to apply anything on to the skin. It is best left alone and keep the baby cool.

When to seek medical attention:

If the rashes have pus-filled blisters, there might be a skin infection and medical attention is needed. The rashes do not usually affect the palms and soles of the feet. It is best to bring attention to see a doctor if you see this.



Skin problem 6: Jaundice (yellowness in skin and around eyes)

Jaundice is the yellow discoloration of the skin and eye whites. The yellow color is due to a pigment in the blood called bilirubin. It is caused by the breakdown of red blood cells in the body. Jaundice in a baby usually start 48 hours after birth, stabilises when one week old and clears by the second to third week. Most babies, 70 to 80% have some jaundice after birth.

How to care:

Close monitoring of your baby is important if your baby has jaundice. If the jaundice is mild, it will stabilise and eventually completely clear. If jaundice is high, putting baby under special photo lights will help bring down the jaundice.

When to seek medical attention:

If your baby appears jaundice and is not feeding well or appears very lethargic, you must bring you baby to medical attention immediately. Following up on the jaundice in the first week to 2 weeks of life is the most important part in looking after your baby.

So mums and dads relax and do not worry too much. Once your baby turns reaches 12-18mths, you can relax as baby's skin will be thicker and more rash-proof.

Thanks to Dr Ong Eng Keow from Mt Alvernia Hospital for contributing these tips and information!

Dr Ong Eng Keow , a consultant paediatrician & neonatologist with International Child & Adolescent Clinic based at Mount Alvernia Hospital. He has more than 25 years of experience treating little ones. Prior to starting his private practice at Mount Alvernia Hospital in 1995, he was practicing at KK Women's and Children's Hospital, Singapore General Hospital and Tan Tock Seng Hospital.



CONSTIPATION

How can I relieve my baby who faces constipation?

Beat the baby blues! We interviewed Dr Wong Chin Khoon of Healthway Medical Group for his insights into some of the common baby health woes that first-time parents face. Here we look at Constipation, a very common baby ailment that could appear in babies after the 6-month mark, after the introduction of solid foods.

Read on to find out the causes of this respective digestive condition, its symptoms, and what you can do to ease your baby's bowel movements!

What is constipation?

Every baby has a different normal pattern of bowel movement. There's no right or wrong number of bowel movement per day. According to Dr Wong, the frequency of bowel movements is not very important. What is important is that the stool is soft and easily passed.

It is normal for breast-fed babies to have large, soft bowel movements without pain up to 7 days apart. Others have bowel movements 2 to 4 times daily.

Constipation is an abnormal pattern of bowel movements in which stools are passed less frequently than usual and are often harder than usual. It is usually associated with discomfort (usually cranky) and may cry and strain a lot when attempting to pass out the hard stools. Hard stools can stretch the anal wall and cause bleeding from the tears, resulting in blood-streak stools.

According to Dr Wong, what your baby eats will largely determine the kind of stool you can expect. However some babies may also become constipated as their intestines get used to handling the new foods after the introduction of solid foods. Changes will be expected, such as the frequency of the bowel movement will generally reduce and the consistency of the stool will be firmer.

How to relieve constipation upon introduction of solids?

Stay Well Hydrated

According to Dr Wong, when this happens, constipation may be prevented if parents keep your baby well hydrated. Give your baby 10 to 15ml of water in between feeds (2 to 4 ounces per day), but never dilute milk / formula milk if you are bottle feeding. You may increase the amount of water given if the stools are too hard.

Get Adequate Fibre

Parents are encouraged to ensure that your baby is given a fair share of fruits (apples, apricots, pears) and vegetables (spinach, broccoli). If your baby's stool is hard or he is straining a lot when passing stool, you can give diluted fruit juices and prune juice.



Massage helps too!

According to Dr Wong, massaging the baby's tummy may also provide comfort and relieve constipation. You may also tickle the anal opening using a cotton swab with moisturiser to stimulate your baby to push hard if he has difficulty passing out the stools.

Other medical aids

If the constipation is severe, Dr Wong also advises that an oral stool softener (Lactulose) and/or a Glycerin suppository may be used to temporarily relieve the condition while you try to work on the dietary changes. Be patient. Improvement may be slow and it can take several weeks of active treatment before your child returns to his or her normal bowel pattern.

When to see a doctor?

If your child has severe pain during a bowel movement, there may be a tear (fissure) at the bowel opening (anus). Do consult your baby's doctor to apply an ointment around the anus to relieve the pain and heal the tear. The doctor may advise whether it is necessary to wash out the stool with an enema.



Dr Wong Chin Khoon headed the Children's Emergency at National University Hospital when it started the service in 2002, before moving on to Department of Emergency Medicine, KK Women's and Children's Hospital serving as Senior Consultant in 2006. He was also the Senior Consultant, Contingency & Scenario Planning Division, Ops Group at Ministry of Health from 2008 to 2010.

Dr Wong was awarded the HMDP training award (Paediatric Emergency, Hospital for Sick Children, Toronto, Canada) in 2001. He remains amongst only a handful of paediatricians who has received formal training in the field of Paediatric Emergency in Singapore. Dr Wong was also awarded the EXSA (Excellence Service) Award (Silver) in 2008.

Avoiding the Diet Trap



Staying in control of your weight contributes to good health, increases energy levels, physical mobility, improves general mood, and self-confidence.

However, achieving a healthy weight balance isn't about a "diet" or "programme" or short-term dietary changes. We learn more from Sarah Shamila, Manager, Nutrition and Dietetics, Mount Alvernia Hospital to avoid falling into the diet trap.

Trap #1:

You feel you have to lose weight since giving birth, so you go on a diet.

It is not recommended that new mums who are breastfeeding go on any calorie-restrictive diet. The energy and nutrient requirements of breastfeeding mums are higher. According to Health Promotion Board, energy requirements for lactating women may be as high as an additional 500 Calories. Another point to note is that whatever nutrients a new breastfeeding mother consumes will be absorbed by her baby too. The good news is that because of the increased energy requirements during breastfeeding, most new mums will experience some weight loss during this period. Focus on providing good nutrition in the form of healthy foods to your child and yourself instead. You can start to lose the postnatal weight once you have weaned your baby off breastmilk.

Trap #2:

You multi-task during mealtimes - instead of focusing on your food you also have to focus on Baby... So you end up eating mindlessly and feel hungry again later.

To eat mindfully is to eat with intention and attention. This would mean eliminating or minimising distractions. For a new mum to be tuned in to her meal; its flavour, smell, temperature, texture and taste. This would then enable her to listen to her body's cues of hunger and feelings of fullness. In order to have such luxury of time, a new mum can either plan her meals around her baby's nap times or ask someone to tend to her baby while she is having meals.

Trap #3:

You avoid certain foods, thinking that they are bad for you... But you could actually be missing out on key nutrients.

The key to healthy eating is to have meals that are balanced i.e. having food from the four food groups i.e. rice and alternatives, vegetables, fruits, meat and alternatives. If you only eat a certain type of food, you will be missing on the nutrients that other foods can provide. Practice moderation when consuming "not so healthy" foods e.g. limiting deep fried foods to twice a week.

Side Bar Story

Do You Know?

Cholesterol is found in foods from animal sources, such as meat, poultry, fish and full-fat dairy products. You don't get high cholesterol from consuming coconut in nasi lemak rice or durians.



Sarah Shamila,
Manager,
Nutrition and Dietetics,
Mount Alvernia Hospital

FROM HUGGING TO HITTING



If your baby is nearly six months old, cuddling and caressing is the best, new thing in town! She wants to touch and caress your skin - usually your face - and understands that you like it and also learns a lot from doing it. In doing so, she realizes that it gives you a "special" feeling.

But once in a while (s)he may suddenly "hit" you. Don't think she is doing that on purpose. The fact of the matter is that she has barely started to be able to perceive and control distances with her new leap into the "world of relationships" and she still has difficulty to anticipate and judge proper distances. All she knows is that she wants to (literally) feel mommy rightaway. And sometimes she gets a little too enthusiastic.

So, what do you do? First, if you say "careful" softly, and show in your facial expression that it hurts a little, she will learn quickly how to be tender. After all, all she wants to do is show you that she loves you in very much the same, loving way you do to her.

Here are 5 tips for how to handle your daredevil's hitting:

1. At first your baby may repeat poking or hitting you. This is normal. Babies learn by endless repetition. So be patient at first and repeat points 3 and 4 above. But enough is enough. At some point you make it abundantly clear that it is not nice and that you don't like it by raising your tone of voice even more when saying "ouch." If your baby continues even then, you distance yourself from your baby and ignore her or him for a while. Of course, secretly you keep an eye on her or him to prevent any mishaps.

2. Never hit back. Your baby does not learn anything from a "correcting" slap on the hand or in the face, or a "good smack on the bottom." What is more important, hitting a baby is absolutely not acceptable, even when it is "only" a correcting slap on the hand. It unnecessarily hurts your baby and damages the trust your baby has in you. Hurting your baby or child is never a good way to teach the rules. Your child does what you do. If (s)he cannot hit you, then you should not hit her/him. If you hit your child, then there's not much sense in saying that (s)he shouldn't hit. Your words must match your actions.

3. Learned young, old done. Of course, with every leap in her/his mental development your baby is able to understand yet more complex things. And it is only after the leap into the world of systems during the eighteenth month that your toddler becomes less egocentric and can replace her/himself into the position of another person and understand that the other person may like other things than (s)he does. But that is not to say that you have to wait till that age with teaching your baby that hitting hurts you. You can do that in a very simple way. Around half a year, your baby has just entered the world of "relationships" and has risen one level above the world of "events." Now (s)he is able to choose and vary the events at will for the first time. Events with the hand are: stroking, caressing, touching, poking, slapping, or punching for instance. All you have to do is give your baby feedback on what you like and what you don't like.

4. "But how?" you might ask. Well, very simple: show it in your facial expression, your tone of voice and your body language. As long as your baby is stroking, caressing and touching you softly, you say something like "Ahhh," with a soft voice and a smile on your face. When the touching becomes harder and turns into poking, you don't smile anymore and you may say "Oh?" in a questioning tone of voice while raising your eyebrows. And when the poking turns into slapping or punching, you say "ouch" in a loud tone of voice while you move your head away from the poking.

5. Together with your baby you may play this as a game with the doll or the cuddly toy of your baby. In this way you avoid putting the blame on your baby.



Frans Plooij, PhD is the author of the international bestseller *The Wonder Weeks* and one of the world's top specialists in infant/child development and parent-baby interactions. His book, based on 35 years of extensive research, describes

in easy-to-understand terms the incredible developmental changes that all babies go through during their first 20 months of life. Following Dr. Plooij's advice and insight in the babies changing brain, parents all around the world have been better prepared - often within a week or two - for the often drastic behavior that marks a new change in their baby's development, the new skills that emerge with each leap and how to get the most out of these wonder weeks.

(www.thewonderweeks.com)

A First-Time Mom's Hospital Essentials

Right after birth, 100 billion neurons in baby's brain cells are making Getting prepared for that big day at the hospital where you await your little one? Reduce last minute stress by preparing your hospital bag in advance! Here's our version of Hospital Bag Checklist for first-time mummies with tips from our guest baby planner expert, **Nadia Lambrechts** from 40 Weeks.

Most hospitals would give you a basic list of items to put in your hospital bag, but we're here now to share what else you could include to have the ultimate comfort during and after your birthing experience. There's no harm bringing more, especially for the mum who'll work so hard to deliver your baby. The list goes:

- 1. A robe that opens in front and is comfortable to sleep in.** It should be short enough to not tangle around your legs. Add black yoga pants to wear underneath when you expect company, as well as a nursing bra and pads.
- 2. Disposable underwear.** The hospital may provide some once your water breaks, but you may consider getting some for postpartum healing.
- 3. Lanolin or vitamin E oil.** It takes a bit of time to get used to breastfeeding, and while you can get this from the hospital, it will have to go through the pharmacy. Save yourself the time and additional charges by just bringing your own.
- 4. Ice-packs.** Look for perineal cold packs in particular. You get some that don't need to be frozen, but are shaken instead. They are also absorbent and comfortable.
- 5. Nipple covers.** Make breastfeeding easier by wearing nipple covers to help shape your nipples for breastfeeding, but look natural under clothes. You can also wear them while baby is nursing, thus eliminating pain.
- 6. Numbing spray.** Some hospitals provide it, but again, it's always best to buy your own, too.



- 7. A squirt bottle.** This is really handy to clean up after delivery, when toilet paper would hurt. Consider adding a sitz bath too.
- 8. Child bed liners.** Save on laundry by putting cut up pieces of liners in your underwear along with your pads, on your bed, chair or anywhere you sit for the next few weeks.

And there you go! These items should minimise your workload and make you feel much more comfortable, and that will prevent you from being a crabby mommy!



Nadia Lambrechts is a Baby Planner from 40 Weeks - a Baby Planning Service that provides a revolutionary program designed to help First Time Parents achieve Peace of Mind during their pregnancies, and Total Confidence as new parents.



MUMMY

- Identification Card
- 2 Sets of Pyjamas
(Button Upfront for Breastfeeding)
- Change of Clothes
(Something you fit into at about 6/7 months)
- Underwear / Disposable Underwear
- Nursing Bra / Tank
- Light Jacket / Shawl
- Socks
- Tissues / Wipes
- Breast Pump
- Milk Storage Bags / Containers
- Breast / Nursing Pads
- Nipple Cream
- Maternity Pads
- Flip Flops for Shower
- Brush / Hair Tie
- Face Wash
- Lotion
- Lip Balm
- Toiletries
- Toothbrush / Toothpaste
- Eye Glasses

DADDY

- Identification Card
- Coins
(For vending machine drinks & snacks)
- Change of Clothes
(Something comfy to sleep on that awesome couch)
- Handphone Charger
- Toiletries
- Toothbrush / Toothpaste
- Camera

BABY

- Car Seat
- Bottle / Formula Milk
(If you are planning to bottle feed)
- 2-3 Sleepers / Onesies
(Newborn sized sleepers vary in shape)
- Going Home Outfit
- Mittens / Booties
- Hat
- Blanket
- Burp Rag
- Baby Wipes
- Nursing Pillow



Feeding Guide For the First Year

Month by Month Baby Feeding Schedule



The following is a month by month baby feeding schedule chart to be used as a guide for your infant growth. Keep in mind that every baby is different, and will have unique growth patterns, however the below chart can be used as a guide to ensure that your baby is getting the proper amount of nutrition for his/her age.

It is always recommended to slowly introduce different types of foods, especially those which could be a potential allergen gradually into a child's diet. The most important factor however is your baby's feeding cues. Your baby will be the one to tell you when he/she is having a growth spurt, when he/she is ready for solids, and which type of food they prefer. Your job as the parent is to be aware of these cues, feed them appropriately and guide them into a future of good feeding habits.

Recommended feeding guide for the first year

Don't give solid foods unless your child's health care provider advises you to do so. Solid foods should not be started before age 4 months because:

- Breast milk or formula provides your baby all the nutrients that are needed for growth.
- Your baby isn't physically developed enough to eat solid food from a spoon.
- Feeding your baby solid food too early may lead to overfeeding and being overweight.

Most babies will drink about this much each day (24 hours):

Age	0-1 mth	1-2 mths	2-3 mths	4-5 mths	5-6 mths
Weight Range	5 ½ to 12 lbs	6 ½ to 14 ½ lbs	7 to 16 ½ lbs	10 ½ to 20 lbs	11 ½ to 21 lbs
Breastmilk	On demand 8-12 times	On demand 7-10 times	On demand 6-9 times	On demand 6-8 times	On demand 6-8 times
Iron-Fortified Formula	On demand 14-31 oz.	On demand 16-38 oz	On demand 20-43 oz	On demand 22-46 oz	On demand 24-49 oz

Breastfeeding is Best for Your Baby and You

Breast milk has all the nutrients your baby needs. It's fresh, clean, always ready at the right temperature, and it costs less than formula. Breast milk is more easily digested than formula; it protects against diarrhea and infections; and babies usually aren't allergic to it.

Breastfeeding will give you a special closeness with your baby, and can help burn off the extra weight gained during pregnancy.

Consider breastfeeding. Talk it over with people who are important to you—set your goal, make your plan, and enlist the support of your family and friends. Ask other women about their experience. Connect with a friend that has breastfed and learn about their breastfeeding experience. Discuss your feeding questions with your nutritionist, public health nurse, childbirth educator or physician. They can help you find a breastfeeding information class or support group in your area.

For the first 6 months, the amount of breastmilk needed for infant growth is estimated at 2.5 to 3 times their body weight in ounces per day. For example your 8lb baby would require (after the first week of life) between 20-24oz a day. When introducing solids such as vegetables and fruits, it's a good idea to start with the vegetables so your baby will be more willing eat them. Fruit, as we know is much sweeter than our veggies so babies who have fruit before veggies aren't as interested. Who would want to eat mushed peas when you can have juicy peaches? Studies have shown when veggies are introduced prior to fruit babies adjust to a more well- rounded diet.

Using formula to feed your baby

- Start with smaller amounts at feedings. Your baby will let you know when she is ready to eat more at each feeding.

- Support your baby's head when you burp her until she is strong enough to hold her head up on her own.
- To reduce the risk of choking and baby bottle tooth decay, do not put your baby to bed with a bottle.
- Only put formula, breast milk or water in a bottle (no cereal).
- Heat bottle by placing it in a pan of warm water, do not use a microwave.

Mixing powdered formula:

- Mix one level scoop (always use the one that comes in the can) for every 2 ounces of water
- For an eight ounce bottle mix 4 scoops with 8 ounces of water
- Measure the water in the bottle first, then add the powder
- Store opened cans of powdered formula at room temperature

** Always wash your hands with hot water and soap before making your baby's bottle.*

Caution: Always prepare formula using the directions on the can. Adding extra water, or not enough water, can make your baby sick.

Feeding your baby with a bottle

Newborns have tiny stomachs and need many small meals- usually 8-12 feedings or more each day. Watch for signs of hunger so you can feed her on demand.

- Babies enjoy being held at feeding time
- Brush your baby's lips with the nipple and wait for him to accept the bottle in his mouth
- Hold the bottle flat so that your baby can drink at his own pace
- Hold you baby in your left arm for one feeding then switch to the right arm for the next feeding
- Your baby will let you know when he is finished, do not force him to finish the bottle which can lead to over feeding

Signs of hunger:

- Sucks on her fist
- Looks like she's going to cry
- Makes fussy sounds

Crying is a late sign of hunger. If you watch and listen to your baby, she will let you know she is hungry before she cries.



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Signs of fullness:

It is also important to watch for signs of fullness so you do not overfeed your baby. He will let you know he has had enough when he:

- Closes his lips
- Stops sucking
- Spits the nipple out
- Turns head away

Newborn Feeding Schedule

Signs of Hunger	Displays "rooting reflex." Turns head inward searching for nipple
Foods to Introduce	Formula or breast milk ONLY Newborns need to be feed on demand by breastfeeding and every few hours by formula feeding. For breast fed baby's, you will want to check the following things to see if your baby is getting enough breast milk. 1) Baby is relaxed after feeding; 2) Breasts are softened and less full; 3) Your baby has a steady weight gain each week; 4) Three bowel movements a day; 5) Five to Six wet diapers daily.
Amount of Feeding	For Formula-fed babies, feed about 2.5 ounces of formula per pound of body weight each day. Around the first few weeks of life, a 7 pound infant will need about 17.5 ounces of formula. Start with 1.5 ounces per day and work up to 3 ounces.
Feeding Tips	Stick to only Breast milk or formula at this time. Your baby's tummy won't be able to digest solid foods until after the 4 month mark.

How Fast Will My Baby Grow?

- Your baby will have many growth spurts during the first year. You can tell he's having a growth spurt when he eats more at a time, or eats more often.
- Birth weight usually doubles by about 5 months and triples by baby's first birthday.



Feeding guide for Baby (6 to 8 months)

Item	4 to 6 months	7 months	8 months
Breastfeeding or formula	4 to 6 feedings per day or 28 to 32 ounces per day	3 to 5 feedings per day or 30 to 32 ounces per day	3 to 5 feedings per day or 30 to 32 ounces per day
Dry infant cereal with iron	3 to 5 tbs. single grain iron fortified cereal mixed with formula	3 to 5 tbs. single grain iron fortified cereal mixed with formula	5 to 8 tbs. single grain cereal mixed with formula
Fruits	1 to 2 tbs., plain, strained / 1 to 2 times per day	2 to 3 tbs., plain, strained / 2 times per day	2 to 3 tbs., strained or soft mashed / 2 times per day
Vegetables	1 to 2 tbs., plain, strained / 1 to 2 times per day	2 to 3 tbs., plain, strained / 2 times per day	2 to 3 tbs., strained, mashed, soft / 2 times per day
Meats and protein foods		1 to 2 tbs., strained / 2 times per day	1 to 2 tbs., strained / 2 times per day
Juices, vitamin C fortified		4 oz. from a cup	4 oz. from a cup
Snacks		Arrowroot cookies, toast, crackers	Arrowroot cookies, toast, crackers, plain yogurt
Development	Make first cereal feedings very soupy and thicken slowly.	Start finger foods and cup.	Formula intake decreases; solid foods in diet increase.

Feeding guide for the first year (9 to 12 months)

Item	9 months	10 to 12 months
Breastfeeding or formula	3 to 5 feedings per day or 30 to 32 ounces per day	3 to 4 feedings per day or 24 to 30 ounces per day
Dry infant cereal with iron	5 to 8 tbs. any variety mixed with formula	5 to 8 tbs. any variety mixed with formula per day
Fruits	2 to 4 tbs., strained or soft mashed / 2 times per day	2 to 4 tbs., mashed or strained, cooked / 2 times per day
Vegetables	2 to 4 tbs., mashed, soft, bite-sized pieces / 2 times per day	2 to 4 tbs., mashed, soft, bite-sized pieces / 2 times per day
Meats and protein foods	2 to 3 tbs. of tender, chopped / 2 times per day	2 to 3 tbs., finely chopped, table meats, fish without bones, mild cheese / 2 times per day
Juices, vitamin C fortified	4 oz. from a cup	4 oz. from a cup
Starches		1/4-1/2 cup mashed potatoes, macaroni, spaghetti, bread / 2 times per day
Snacks	Arrowroot cookies, assorted finger foods, cookies, toast, crackers, plain yogurt, cooked green beans	Arrowroot cookies, assorted finger foods, cookies, toast, crackers, plain yogurt, cooked green beans, cottage cheese, ice cream, pudding, dry cereal
Development	Eating more table foods. Make sure diet has good variety.	Baby may change to table food. Baby will feed himself or herself and use a spoon and cup.

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Weaning:

Exploring the world of taste & flavors!



Is someone staring at your dinner plate with a wide open mouth and drooling?

When your baby is 4 -6 months old, you would have tackled most issues with feeding breastmilk or formula milk. It is time to introduce solids to your baby's diet!

While weaning your baby into solids is like a ritual to toddler-hood, it can feel daunting to new parents; a war-zone of mess, spit-out and spills. To help build your confidence in feeding, we have compiled some must-know answers to your feeding questions.

Can I introduce solid food to my baby before 3 months?

While it is tempting to let your baby taste food, most pediatricians recommend introducing solids to your baby after 6 months. Before that, the digestive system is not ready and weaning can backfire. Studies have shown that infants fed solids before 3 months have a higher risk of developing certain protein intolerance, diabetes and allergies.

Till then, breastmilk or formula milk provides the best sources of important vitamins and nutrients for your baby.

Should I start weaning between 4 - 6 months or at 6 months?

There has been an on-going debate on whether parents should introduce solids between 4 - 6 months or at 6 months. While each professional has their own opinion, we take a closer look at the official advice, nutrition factors and scientific studies.

Official Advice: The World Health Organization recommends that infants start solids at 6 months of age, in addition to breastmilk or formula. In general, most professionals will advise you to start baby on solids at 6 months, unless otherwise stated -- e.g. underweight, insufficient iron.

Nutrition Factors: Babies grow normally whether they start solids at 4 or 6 months. This suggests that either timing provides enough calories and nutrients for normal growth. Those who started solids at 4 months took in lesser milk -- the intake was well-balanced out.

Scientific Studies: Infection and allergies was the main concern when it comes to solids. One study in the rural Philippines, where clean water was limited and hygiene was poor, found an increased risk of diarrhea with feeding solids. This factor alone justifies the recommendation for solids at 6 months. But this study is not justifiable in cleaner environment settings.

Because new proteins are introduced to the digestive system, the immune system needs to accept these foreign invaders. Food allergies happens when the system fail to accept these proteins. How the body react to these proteins varies from baby to baby. While one child might develop an allergy, another had a decrease risk of developing the same allergy -- both starting solids at the same time.

CONCLUSION: Each situation is different. Research behind this question does not give us a clear right or wrong answer. It comes down to each baby's development readiness and interest. So the best person to answer your question? Your baby.

When is my baby ready for solid food?

From the time of birth, your baby is on a liquid-only diet. Introducing solid food is a gradual process. Baby often start off with a clean palette - he does not have a preference or liking for food. This the best time to let baby try a variety of food with different taste, flavour, texture and consistency.

Between 4 - 6 months, your baby is ready to be weaned when he gives you clear signs that he is ready to move beyond a liquid diet.

- **Head control** - head can be held in a steady, upright position.
- **Sit up with support** - your baby needs to be able to sit upright in a highchair to swallow well.
- **Chewing motions** - He will chew on his finger, knuckle, feet - everything!
- **Losing the "extrusion reflex"** - stop pushing food out of the mouth with the tongue.
- **Swallowing motion** - Usually accompanied with less drooling, he should be able to move food to the back of his mouth and swallow.
- **Growing appetite** - Demand more feedings and is unsatisfied with his usual milk.
- **Curiosity about what you're eating** - Put your baby in a highchair at the dinner table. Your baby may begin eyeing your food as it travels from plate to mouth.

How do I start the weaning process?

Babies are messy eaters. They will push or spit food out, touch and smear food everywhere. Have a little patience and keep trying. If you are uncomfortable with mess, lay the floor with old newspapers and use a bib to catch dropped food. And have a wash cloth / tissue box nearby.

The right timing is crucial. A hungry or sleepy baby is a cranky baby and will be less interested in eating. Choose a time of day when he is usually in a good mood. There's a higher chance of your baby taking well to solid food when he is not too hungry or sleepy.

WEANING: OUR 2-CENTS WORTH

- Pick a time of day when you and baby are in good mood. Weaning requires plenty of time and energy so be mentally prepared.
- Only introduce one ingredient per week -- this helps to pinpoint an allergic reaction.
- Use a clean, soft weaning spoon. The tip is usually small and almost flat. Avoid metal spoons that may injure the gums or plastic spoon which can cut the side of the mouth.
- Offer your baby a bit of puree and let her suck it off the spoon. Big spoonful can cause choking if you baby cannot swallow properly.
- Always test the temperature of food before feeding your baby.
- Do not practice force-feeding. If your baby rejects a food, take it away and offer it again in a few days' time.



Which is better: Purees & Mashes or Baby-led weaning?

Many parents are turning to baby-led weaning (BLW) which is gaining popularity. This simply means your child feeds himself from the start. Instead of offering puree or mashed up food, babies are presented with soft finger food that they can eat by themselves. This is a more playful approach that involves licking, sucking and biting with their gums or tooth.

	PROS	CONS
SPOON FEEDING	<ul style="list-style-type: none"> - More variety of foods can be introduced - Less worries for choking hazard. - Nutrition intake can be monitored 	<ul style="list-style-type: none"> - Over reliance on puree, making the transition to solid food harder. - Oral motor development may get delayed - chewing. - Feeding requires more patience, time and energy.
BABY-LED WEANING	<ul style="list-style-type: none"> - You avoid the time-consuming process of pureeing. - Babies get full sensory on hands and in the mouth, so you skip getting them to accept lumps later on. - Babies are less fussy when it comes to food than their puree babies. - BLW babies learn oral skills faster. 	<ul style="list-style-type: none"> - Babies may get frustrated when they are unable to pick up food. - Uncertain Intake amount because much of the food ends up on the floor - baby may not get all the nutrients needed. - There is a high risk of choking if not carefully monitored. - It is very messy.

Some healthy menu options include steamed broccoli stalk, banana or avocado.

For most Asian parents, the diet and concerns over the problems presented when trying baby-led weaning tend to redirect them to the tradition way of feeding - using a spoon. Food such as porridge cannot be eaten with hands, thus the need for spoon-feeding.

Each feeding method has its pros and cons. This depends how comfortable you and baby are. Just remember -- meal time should be enjoyable.

What's on the baby's menu?

Typically, most parents start their child's weaning with cereal because it is plain, iron-rich and can be mixed with breastmilk or formula -- a taste baby is familiar with. Start with one to two teaspoon a day.

Serving pureed vegetables and fruits are also great first food. Just ensure that the consistency is smooth and runny -- easy to swallow. Because babies eat very little, cook baby's food in big portions and freeze into small servings. One batch can last you a week or two!

TIP Don't add any seasoning to your baby's food. High salt content or sweeten food can damage your baby's kidney or cause diabetes and obesity.

Food safety checklist

When introducing solids to your baby, it is important to ensure that food is safe for consumption. Baby's immunity and digestive system are very sensitive. Any bacteria can cause major de-stress to your baby, and you.

- TIP**
1. Discard all unfinished baby food. Bacteria from saliva and the surrounding can contaminate your baby's food.
 2. Never use tap water to prepare baby's food. It contains high level of nitrate. Use boiled water instead.
 3. When using a microwave to heat up food, always stir the purees to avoid hot spots.
 4. Make sure all baby food containers are BPA, phthalate and lead free.

Until your baby's digestive system is fully developed, avoid certain food that may pose health threats to your baby.

Food to avoid	Reason	When
Homemade puree of: Beet, Turnip, Carrot and Spinach	Contains high levels of nitrate	After 8 months
Honey	Spores cause infant botulism - muscle weakness & breathing problems	After 1 year old
Nuts & seeds Popcorn Raw vegetables Candies and gums Grapes, cherries	Choking hazard	After 3 year old
Raw or undercooked eggs, fish, or meat.	Risk of salmonella infection	After 7 year old
Cow's milk (other than baby formula)	Infants are unable to digest protein. Minerals can also damage the kidneys	After 18 months

How can I tell if my baby has a food allergy?

You can try feeding your baby other types of food such as eggs, seafood and meat. To make it easier to spot an allergy, give your baby only one new food at a time and wait a couple of days before trying another.

Keep an eye out for signs of an allergic reaction or intolerance, like a rash, hives, wheezing, difficulty breathing, vomiting, excessive gas, diarrhea, or blood in her stools. Call your pediatrician if you notice any of these symptoms or go to the A&E if the reaction is severe.

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Night weaning for a good night sleep

Many mums jump at the opportunity to start night weaning. Why? Think of a long, quiet, peaceful sleep for exhausted, sleep deprived mothers.



While sleeping through the night is considered a developmental milestone, the age your child learns to master it can vary from 6 months to toddlerhood. At some point, your child naturally wean off night feeds and just sleep - even if you do nothing to encourage it.

Pediatricians recommends avoiding any unnecessary night feedings. Night feeding can be a cause of sleep problems. If a child wakes up to eat several times during the night, a very wet diaper or digestive problems may cause him to wake up and ask for more feeds, creating a vicious cycle.

Night weaning may not appeal to all. The benefit of night feeding, such as bonding between parent and child, depends on the individual.

In the end, as with all parenting decisions, you should do what's best for you and your family.

Tips to kick-start night weaning

- **Start the weaning process slowly and gradually**
Try to prolong the intervals between feedings. You can try patting and singing your baby back to sleep, rather than sucking on a bottle.

- **Reduce the amount of milk**

Give your child a smaller feed. Remove 1 oz of milk the first night for two to three nights. Once your child adjust to the amount, reduce it again and so on until you can stop altogether. A breastfed baby can adjust to shorter durations at the breast.

- **Offer other forms of liquid**

Instead of giving your baby a bottle of milk, offer water. Water is less interesting and filling compared to milk and they are less likely to wake up for it.

- **Self-soothing**

As your child grows older, they develop a vivid imagination that may cause them to wake up at night. Allow your child to sooth himself back to sleep instead of running to his side the minute he stirs.

- **Dream feeding**

Dream feed is commonly known as sleepy feed. This happens at around 11pm, or just before you go to bed. Start by gently rousing your sleeping baby and encourage him to drink milk. Your baby will usually take the feed with his eyes closed, before you gently place him back to sleep.



HEALTHY HOME-COOKED RECIPES FOR Baby



4-6 Mths

Sweet Potato Puree

- 2 - 3 Medium sweet potatoes
 - 50ml boiled water
1. Wash, peel and cut sweet potatoes.
 2. Steam the sweet potatoes until soft (5 - 8 min)
 3. Drain the sweet potatoes and mash with a fork or blend in a food processor. Add boiled water, a little at a time until a smooth and running consistency.
 4. Serves 1 portion, freeze 6 portion

You can try the following alternatives:
Veggies: broccoli, cauliflower, carrot, potato
Fruits: Apple, pear, pumpkin
Grains: Brown rice, millet, quinoa



4-6 Mths

Mashed Up Goodness

- ½ banana
 - 15ml cool, boiled water
1. Remove the skin and mash
 2. Add water, a little at a time, till desired consistency.

You can try the following alternatives:
Avocado, mango, papaya, cooked egg yolks



7-9
Mths

Baby Beef Bolognese

- ¼ cup Organic brown rice pasta, cooked
 - 2 tsp olive oil
 - ½ clove garlic, finely minced
 - ¼ yellow onion, grated
 - 1 small carrot, grated
 - 200g minced beef
 - 2 tomatoes
 - ¼ cup boiled water
 - ¼ cup breastmilk or formula milk
1. Cut the tomato and remove the seeds. Blend the tomatoes until puree.
 2. Heat up the oil and fry onions and tomatoes until soft. Add minced garlic and cook for 1 - 2 min
 3. Create a well in the center of the vegetables and add in beef. Make sure beef is fully cooked
 4. Add in tomato puree and mix well.
 5. Add water and milk. Bring the mixture to a boil and lower heat to simmer for 5 - 10 min.
 6. Serve with cooked pasta. Freeze any unused portion for up to 3 weeks.

If baby is not ready for lumps, you can puree this dish

7-9
Mths

Easy Porridge for Babies

- ¼ cup Organic brown rice
 - 4 cups of boiled water
 - ¼ stick of a carrot
 - 7 - 8 floret of broccoli
 - 50g Salmon, remove all bones
1. Wash the rice, then add water. Let the rice soak in the water.
 2. Wash and cut the carrot, broccoli and salmon into bite size.
 3. Add all the ingredients to the rice.
 4. Boil on high, stirring occasionally to prevent sticking. Lower the heat when the porridge is bubbling.
 5. Simmer for an hour or until desired consistency. If the water dries up, you may add more water.

Other ingredient you can try:

Boneless chicken, lean pork, Cod fish, pumpkin, carrot, sweet potato



10-12
Mths

Baked Fish Pie

- 125g cod fish (or any white fish / salmon)
 - 400g potatoes, peeled
 - 300ml breastmilk or formula milk
 - 1 tbsp corn flour, mix with 1 tbsp water
 - 100g mild cheddar cheese, grated
1. Boil or steam the potato and mash. Divide into half.
 2. Poach the fish in milk and cook thoroughly.
 3. Remove the fish and stir in corn flour mixture. Heat until milk thickens. Stir in 60g of cheddar cheese and remove from heat.
 4. Mix half of the mash potato with fish and white sauce. Lay into a baking dish.
 5. Top with remaining mash potato followed by remaining cheese.
 6. Bake in a pre-heated oven at 180°C for 25 - 30 minutes with a golden brown crust.

You can add broccoli, carrots and corn for more variety

10-12
Mths

Cauliflower + Chicken nugget

- 200g minced chicken
 - 200g cauliflower
 - 1 egg yolk
 - 15ml breastmilk or formula milk
 - 3 tbsp melted butter (optional)
1. Pre-heat oven to 180°C. Line a baking tray with baking paper.
 2. Wash and steam cauliflower for 5 min
 3. Place cauliflower, chicken, egg yolk and milk into a food processor. Process for about 10 - 15 seconds or until ingredients combine.
 4. Mold the mixture into little nuggets and place on the baking tray. Brush nuggets lightly with butter.
 5. Bake for 8 - 10 minutes on each side, or until golden brown.

Uncooked nugget (without butter) can be freeze for up to 4 weeks



Teething: Signs & Remedies

Is your little one cranky, gumming everything in sight and soaking his bib with saliva? Chances are tiny milk teeth are making their way to the surface. Dr Ng Jing Jing tells us how we can spot teething and remedies to sooth the process.

Q: "When will my baby teeth start erupting?"

On average, most babies experience the first tooth of age. However, eruption timing can differ from baby to baby, up to 6 months difference. By the time your child turns 3, he or she would have 20 baby teeth (or milk tooth) altogether.

Q: "Is my baby teething?"

Some of the signs of teething includes:

- Drooling
- Rashes around the mouth as a result of the increased drooling.
- Crankiness and crying
- Persistent biting / chewing action
- Tenderness in gums (may appear swollen, red and even bleed gently)
- Refuse their milk or food
- Loose bowel movements

Q: "Is my baby's fever caused by teething?"

Some babies breeze through teething without any complaint of signs or symptoms. Having a fever is not caused by teething but a sign of an infection. Because teething coincide with oral exploration, babies at this stage are prone to infections. If your baby develop severe symptoms accompanied with high fever, bring him to a paediatrician to rule out any infections.

Q: "Are there ways to sooth my baby during this period?"

Yes! Try letting your child chew on chilled teething rings or frozen wet cloth; give the gums a little massage with clean fingers or cold washcloth; apply topical anaesthetics or oral painkillers if teething affects sleep, only if prescribed by the babies physician or dentist.

Q: "How old before I teach my child good oral hygiene?"

Poor oral hygiene can lead to cavities. It is important to cultivate good oral habits as soon as teething begins. Start by cleaning gums and teeth using a washcloth or soft brush. Before a child can learn to spit, brushing with water is sufficient. Fluoride toothpaste can be introduced when your child can spit to avoid swallowing of toothpaste.



Dr Ng Jing Jing

Paediatric Dentist
Founder of Petite Smile Children's Dental Clinic
Visiting consultant at KK Women's and Children's Hospital, Dental Centre
Clinical Teacher in the Faculty of Dentistry, NUS
Lecturer in the Institution of Technical Education (NITEC in Dental Assisting)
Treasurer, Society for Paediatric Dentistry (Singapore)



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Infant Teething Timeline



Before Birth bone formation

While still in the womb, the baby's mouth, tongue, and jaws develop. During the second trimester, tooth buds form. By birth, all 20 primary teeth are present in the jawbone.

6-10 months lower central incisors

The middle 2 teeth on the bottom are the first to emerge. They often arrive at the same time.



4-6 months teething begins

Your baby's gums may be swollen and red as teeth begin to push through.

8-12 months upper central incisors

The next teeth are the 2 middle on the top.



9-16 months lateral incisors

The teeth on either side of the middle teeth on the top and bottom will grow in next.



by 1 year first dentist visit

Many pediatricians and dentists recommend taking your child to the dentist by their first birthday to check the status of the jaw, gums, and emerging teeth.



13-18 months first molars

Because they are larger and have more surface area, the molars may cause more pain than the other teeth as they come in.



16-22 months canines (cuspids)

The canines are the sharp, pointed teeth on the side of the mouth between the lateral incisors and the first molars. They are also called cuspids.



23-33 months second molars

These are often called the 2 year molars because they generally arrive shortly after a child's second birthday.



by 3 years full set of baby teeth

All 20 primary teeth should be in by your child's 3rd birthday.

Tips for Teething Babies

Massage sore gums.

Gently rubbing your baby's tender gums with a clean finger or soft cloth can help alleviate some teething pain. Applying slight pressure to the gums offers temporary relief from soreness too.

Find a teething ring that your baby loves.

We recommend sticking to teething rings that are made of solid rubber because those filled with liquid can sometimes break.

Stay cool, but not frozen.

Your baby's gums are very sensitive and contact with frozen objects could actually harm them. If you do use a frozen teething ring, you might consider giving it a few minutes to warm up or thaw.

Consider cold foods.

If your baby is beginning to eat solid foods, you may try offering large chunks of vegetables for gnawing. It's important to always carefully watch your baby and remember that choking can occur easily, with babies being able to bite off small pieces.

Keep a clean cloth nearby.

Teething often causes excessive drooling which can irritate your baby's chin and neck if consistently left to dry. Instead, have a soft cloth handy to gently dab away saliva regularly.

Remember that teething isn't sickness.

Teething is normal and natural that shouldn't be accompanied by symptoms of illness outside of an occasional mild or low-grade temperature (under 38.3 degrees Celsius). Contact your pediatrician if you sense your child may be getting ill.



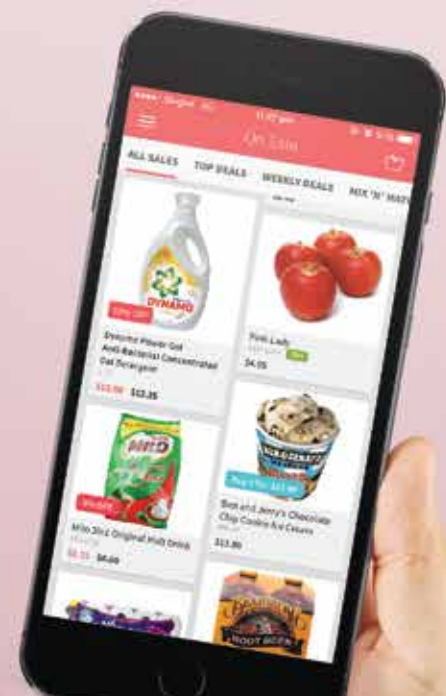


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Childcare option that is right for you and baby

Welcome to the world of working mothers and childcare.

After a good 4 months of maternity leave, it is time to return to work. As a working mother, thriving for a good balance between children and career can be tough, especially when you leave your child in the care of someone else.

Many working mothers find it hard to leave their precious baby in the care of others, especially a total stranger. The best way to put our mind at ease is to look for a reliable, trustworthy person or centers. While searching for a suitable care-giver, consider a few factors: cost, time and convenience.

In-home: Relative Caregiver

The most ideal choice for many mothers is to leave your child with a trusted family member, both for budgetary reasons and peace of mind. Your child is cementing family bonds, which is important. If you opt for a relative caregiver, remember this simple rule: Whoever is caring for your child will have his or her own up-bringing methods, so conflict may arise. Establish a common understanding to avoid turning kinship into a sour relationship.

Nanny

The general idea of a nanny is having one-to-one attention for your child. There are two types of nanny services in Singapore - in your home or at their home. The advantage of nanny service: having a flexible drop-off pick-up timing, especially if you need to work late; the comfort of home; lesser risk of contracting germs and viruses from other children; and undivided attention.



But these conveniences don't come cheap. Most nannies charge between SGD \$600 - \$1000 per month, depending on a couple of factors. The other obstacle is finding a good nanny - interviewing and screening them before leaving your child with them. On top of that, having to deal with nannies sick days and vacation schedules can affect your leave entitlement and schedules.

Infant-care / Childcare centres

Infant-care and childcare centres are licensed facilities with a group of professional staffs that provide group care to young children. While most centres accept infants from 4 months of age, some will take in as young as 8 weeks. One advantage is the numerous opportunities for social interaction with various age groups. Structured activities to encourage learning and age-appropriate development is great for your child's development. And because there is more than one caregiver, it helps to minimize disruption for us if a staff calls in sick.

However, the cost of sending your child to these centres is on the high side, ranging from a few hundreds to more than a thousand. Thanks to a subsidy scheme that ranges from \$150 to \$600, childcare is more affordable.

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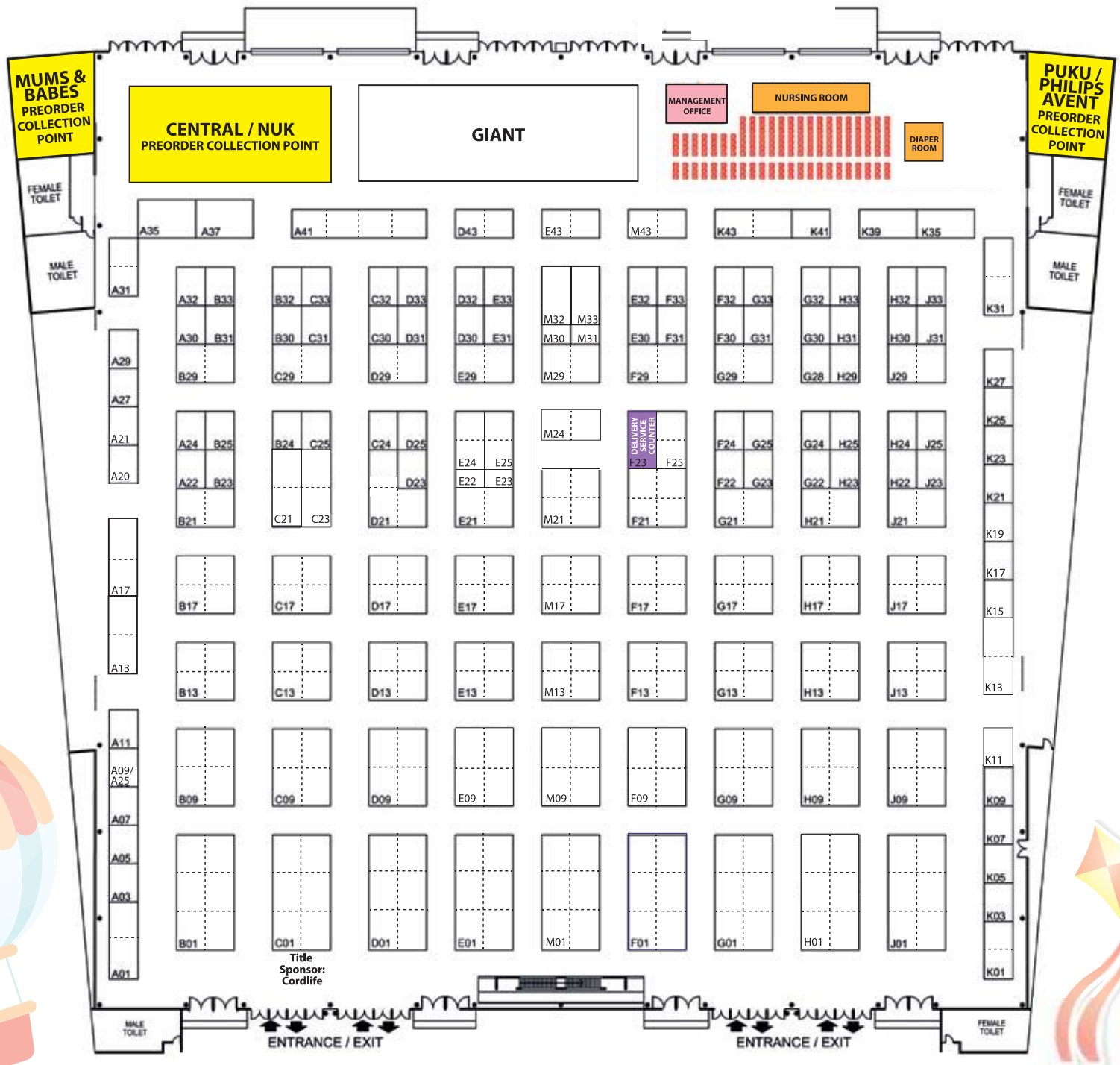


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SHOPPING TIPS

PAYMENT METHOD

BRING ENOUGH CASH to shorten payment time and in case if some vendors do not accept cards.

- Some vendors accept credit card, most accept nets and ALL accept cash.
- Each booth will have their own cashiers.

ATMs

BRING ENOUGH CASH to avoid walking all the way to the ATM machines.

DELIVERY SERVICE

If you intend to buy a lot of things, don't worry. There will be a delivery service company at Booth F23.

COMFORT

Wear comfortable shoes cause if you spend 5 mins at each booth, u will need to shop for 11 hours with no break! (and we open for 10 hours daily only!)

SHOPPING TROLLEY

Bring those pulling shopping trolleys that you see many people use to carry groceries home to Baby Market. It will help a lot with carrying all your miscellaneous items home.

LOCATING THE BOOTH

Look out for booth alphabet indicators on the floor.

MOST IMPORTANTLY

Make sure Daddy pays for everything! :D

BRANDS LISTING

2Mumz High Chair Cover	C21	Baby One	B17, C17
360Do Toothbrush (Stb Higuchi)	A27	Baby One (Korea)	A03, A05
4moms	M17	Baby Prime Breast Pad Bibbles	C21
5phases	F09	Baby Singapore	B13
A.Menarini Singapore	C31	Baby Toon	F21
ABC-Design	M24, K07	Babyard	C21
ABBOTT	Milk & Diaper Pavilion	Babycubes	E25
Accord Network Services	E21	Babydream	F01, G01
Aces By Raf Raf	B29	Babyhome	M17
Aden + Anais	A35, A37	Babyink	H33
Advisors' Clique	G29, G31	Babylove	H29
Ah Goo Baby	K23	Babyplus Prenatal Education System	B13
AIA	H01	Babyruler	D17
AirTamer	E23	BabySafe	D09
Aleva Naturals	A35, A37	Babysling	D17
Alice and Lee	K35	BabySPA	K31
Alltentic Jamu Massage	F22	Bacoff	A24
Altitude Alliance (AXA)	D21, C22	BAGHERA	C23
Alzipmat	H21	Bair	A01
Amazonas	C21	Bambini L'affare	B23
American Express	C09	Bambini Photography	B31
Ange	K23	Bambo	H17
Ange (Korea)	A03, A05	Ban Choon Marketing	K09
Anglebay	D17	BAUFIX	C23
Annee Matthew	A11	Bazoongi	H33
Annko	A31	BC Globe	A21
Apramo	D17	Be Bear	M30
Aprica	B01	Be Safe	M24, K07
Aprisin	B01	Beautiful Gifts & Souvenirs	A32
Aqua Sphere	H25	Beauty & Mums	J23
Aquafresh	D32, E33	Beauty Mums & Babies	A20
Arabelle	E31	Bebe Avenue	E25
Aromatherapy Associates	H13	Bebe Bamboo	E25
Ashley Low Photography	D30	Bebe Sachi	H29
Asia View	B21	Bebelock (Korea)	A03, A05
Assisted Living	H17	Bebezap	E25
Attipas	H17	Bebitza	H29
Attitude	A24	Bedhead	H25
Autumnz	A29	Bellelli	K03
Autumnz	G25	Belly Hipster Wrap	F22
B Kid'S	H21	Beluga Kids	H25
B.I.D Trading	J09	Ben Bat	K23
B&B	A35, A37	Betel Life	F31
B&G Lifecasting	K25	Betime Marketing	B24
Baa Baa Sheepz	H17	Bfree	B13
Babiators	H25	Bigshot Photostudio	K25
Babience	B30	Binky Boppy	H33
Babies Bellies & Beauty	D25	Bio Sanitary Pads	A11
Babies Culture Organic	C30	Bio-oil	G23
Babasil	K03	Biocair	J25
Baby And Kids	F31	Biolane	B24
Baby Beachbums	H25	Bitatto	A27
Baby Beanbag	G09	Bizzy Babee	K23
Baby Beannie	J21	Black Gold Legend	J33
Baby Comfort	H21	Blackmores	K05
Baby Dash	B29	Blessings For You (Korea)	A03, A05
Baby Diary	D32, E33	Blooming Bath	F09
Baby Einstein	H09	Boba	H17
Baby Home	B32	Bodywork Clinic	A20
Baby Joy	A03, A05	Bonbebe	F01, G01
Baby Kingdom	F01, G01	Bonbijou	H21
Baby Love	B09	Booginhead	M33
Baby N Me	K35	Boon	G17
Baby One	F01, G01	Bosomi	G33

BRANDS LISTING

Brainy Baby	A21	Cuddle Me	H29
Branded Babies	K11	Cuddleme	G25
Bravado	K23	Dacco	K27
Breathable Baby	A35, A37	Daiichi	A35, A37
Brevi	F01, G01	Dapper by Duux	F09
Brica	H21	Darol	C13
Bright Bots	E21	Delivery Service Counter	F23
Bright Starts	H09	Delphin Singapore	M24, K07
Brillkids	B13	Delta Baby	C30
Britax	F01, G01	Dermacare Medispa	H13
Brush Baby	A35, A37	Desitin	D32, E33
Bsensible	H09	Difrax	M24, K07
Bubba Blue	E21	Diono	H21
Bubba Chew	F32	Disney	K01
Bubble Bum	B09	Disney Stationery	A24
Bumkins	H17	DJECO	C23
Bumwear	E24	Doo Doo Monkey	H17
Butt Naked	K23	Doona	B17, C17
Bya Bya	G33	Dr Brown	E13
Cabana Life	H25	Drapolene	D32, E33
California Baby	A24	Dreambaby	C25
Cambert	G23	Dreamgenii	K27
Cancer Council	D31	Drypers	A01
Carlson Wipes	C21	Drypers	Milk & Diaper Pavilion
Carter	B32	Dumex Mamil Gold	Milk & Diaper Pavilion
Casual Play	A13	Dwinguler Singapore	D17
Cerelac	D13	Dynamic Resources	D09
Cetaphil	D32, E33	Earth Mama Angel	A24
Charleston	F25	Eastar Asia	K31
Charlie Banana	A35, A37	Easy Walker	J09
Cheeky Bon Bon	H09	Easygobaby	C13
Cheeky Chompers	A17	Echan Industries	J21
Chewy Bibs	B33	Edu Play	H21
Chicco	G17	Edushape	B21
Chillafish	H33	Emma Jane	M13
Ching Ching	G09	Emmanuel	F24
Ciinolin	H29	Enfagrow	Milk & Diaper Pavilion
Cipu	H17	Eq Music	A21
Citispa	H13	Ergo	A35, A37
Citygrips	E25	Essential	A35, A37
Citykids Shoes	A27	Event Eleven	H01
CK Department Store	D32, E33	Exposure	A07
Claessens-Kids	A13	Ezpz Mats	B33
Clevamama	A35, A37	Face	H24
Close Parent	E13	Face, Body & Skin Aesthetics Medical Centre	J23
Colorland	B32	Farlin	E21
Combi	M21	Farlink	E21
Comfi-Home	J29	Fed	M33
Comflor	D17	Fedora	J29
Comotomo	B09	Ferragold	K15
Concord	M24, K07	Fiffy	M01
Contours	B13	Fil'Up	H17
Cookie 4 Milk	B09	Fisher Price	K01
Coola	H25	Fishers Price	F21
Cordlife	C01	FOLKMANIS	C23
Cosatto	B09	Footer Family Foot Measure	B33
Cottoncubs	D31	Foscam	A30
Country Safe	E24	France Paris	M32
Creative Moms	H22	Freds Swim Academy	A17
Crok Crok Frok	H17	Freemie	A35, A37
Crotec	F09	Friendly Organics	A35, A37
Cryoviva	J01	Friso	Milk & Diaper Pavilion
Cubsofjoy.com	M33	Froddo	A27
Cuddle Baby USA	F21	Fru-Snax	K39

BRANDS LISTING

Full House Confectionery	J33	Interstar	H33
Fun Wipes	B09	iPlay	E24
Funny Lon	B09	Isa Uchi	M13
Funnypaper	E30	Isomil	Milk & Diaper Pavilion
Gain	Milk & Diaper Pavilion	J&E Baby & Mothercare	M13
Gaksimil	J29	Jack N Jill	A35, A37
Galipette	E21	Jarrons & Co	B17, C17
Galt	H21	Javalock (Korea)	A03, A05
Ganen	M30	Jbm	H33
Gdiaper	A13	JCS Biotech	J25
Geck Huat Trading	K15	Jean Yip Beauty	E29
Gerber	D13	Jelly Sili Beads	B33
Gerber Puff	Milk & Diaper Pavilion	Jj Cole	A35, A37
GIANT	Milk & Diaper Pavilion	Johnson	D32, E33
Gingerly Yours	F22	Joie	B01
Glamour Pads	F32	Joielle Baby	F32
Glamourmom	K23	Joovy	A13
Global Outsource Solutions	A35, A37	Joy baby USA	F21
Glorious Seeds	B01	Joy Luck Club	G24
Glyderm	C31	Jujube	A27
Gobebe	E25	Jump Eat Cry	A22
GOKI	C23	Juni June	A41
Goo.N	K27	K-Mom	K11
Goodbaby	B09	K'S Kids	M29
Goodbaby	B17, C17	Karihome	D32, E33
Graco	F01, G01	KCA	E32
Grande Affari	M30	Kettler	B17, C17
Great Eastern	G29, G31	Ki Et La	A17
Grolier	G21	Kiddomoto	H33
Grow	Milk & Diaper Pavilion	Kiddy	G09
Grow N Up	B21	Kiddylicious	B09
Gubi	D17, J09	Kids Fullstop	A25
HABA	C23	Kidsme	F09
Haenim Toys	B09	Kiwy	B13
Haenim Uv Steriliser (Korea)	A03, A05	Kodomo	D32, E33
Hana Baby Wrap	E25	Kokadi	H33
Hape	M29	Koopers	J09
Happi Tummi	K23	La Leche League	K23
Happy Baby	A24	Lacte Pump	A35, A37
Happy Blossom (Korea)	A03, A05	Laiticiousmom	K21
Happy cots	B17, C17	Lamaze	M29
Hauck	B01	Lao Ban Niang	K15
Heinz	G13	Lascal	G17
Hibee	F32	Le Husk	B09
Hipp	K09	Le Petit Society	C32
Homebake	F31	Le Toy Van	K23
Honest Trading	G32	Leapfrog	G17
Honeysuckle	B09	Learn N Turn	K23
Hong Da	H17	Learning Toys Asia	M29
House Of Mums	F32	Lec Japan	G32
HUBELINO	C23	leducate	A25
Hugaboo	H33	Legate	F29
Huggies	Milk & Diaper Pavilion	Lemongress Confinement Shower Gel	F22
Hygenie	F32	Lg Hausys	K01
I.Belibaby	G09	Libby Baby Wear	G24
Ibabyshop Pte Ltd	D17	Life Space Probiotics	A27
Iiamo	A11	Life-Do	K27
Imama	C13	LILLIPUTIENS	C23
Infantino Enterprise	H21	Lincoln Group Holding	E30
Infantree	G17	Little Bean	B21
Ingenuity	H09	Little Bird House Boutique	F32
Inglesina	J09	Little Life	H33
Innoplus Alliance	G09	Little Me	D29
Innovative Kids	A24	Little Tikes	B01

BRANDS LISTING

Little Toader	H33	Mumsfairy	H29
Little Tot's	K41/K43	MumsPick	B33
Little Zebra	A21	Munchkin	H21
Living Codi	A41	Mustela	D09
Lóreal	D32, E33	My Brest Friend	M13
Lovi	B33	My Miracle Baby	J29
Lovis	A31	Mybee	C13
Lucas Papaw	A27	Naforye	A24
Lura	D43, E43	Naforye	K23
Luvable Friends	C29	NAN Optipro 3	D13
Luvion	B13	Natrasan	B09
Maclaren	B13	Neat Solutions	B09
Madwave	K17	Nellie'S Laundry Detergent	H17
Mall Kids	D23	Nestle NAN	Milk & Diaper Pavilion
Mama Love	B09	Nestle Singapore	D13
Mamakids	A01	Neuner'S	B09
Mami and Papi	K03	Next	B32
Mamilon	F32	Nice Baby	M21
Mamypoko	Milk & Diaper Pavilion	Nihon Ikuji	A41
Manhattan Toys	A24	No Rinse	A11
Masterkidz	A24	Noah	A01
Maternal Diva	A11	Nu-Snacks	K39
Maxi Cosi	J09	Numnum Dips	B33
Maxwell Distribution	H09	Nuna, Ferarri	B01
McCoy Consumers	H32	Nursing Helplez	F22
Medela	M13	Nursing Muslimah	H29
Mei Hua Brand	K15	Nurturing Remedies	H29
Merries	Milk & Diaper Pavilion	O Health	K15
Mes Enfants	B32	Oball	H09
Micuna	B17, C17	Obebe	H09
Milestone	A17	Oca	E17
Milkies	H29	Ocean Clean Singapore	D43, E43
Milkmakers	B09	Okiedog	E17
Milkwithlove	K21	Okkatots	C25
Milkyway Maternity And Nursing	H29	Optibac	K09
Mima	M24, K07	Organic Story (Korea)	A03, A05
Mimijumi	F32	Oriental Hair Solutions	E29
Mimijumi	A03, A05	Ourone&Only	A29
Mimos Pillow	C30	Oxo Tot	A24
Minibaby	C13	Palmax	A01
Mitera	F09	Palmer'S	C24
Mizuiro	A27	Pantern	A31
Moby Wrap	M33	Parklon	K01
Mom More Milk	K21	Paxley	H25
Mom'S Care	B32	Pediasure	Milk & Diaper Pavilion
Mom's Closet	K41/K43	Peg Perego	J09
Mom'S Precious	H29	Peppermint Wet-Wipes	G33
Mommy'S Helper	B09	Perfection	F32
Moms 2 Moms	G24	Perfection	C13
Mom and Me	D17	Perioe	B30
Momsfree	C21	Pharmed Import & Export	C24
Mon Petit Jardin	C25	Philips Avent	D01
Monkey Mat	B33	Physiogel	D32, E33
Montague	E17	Pigeon	F01, G01
Moo Moo Kow	H17	Piggy Paint	A24
Moogoo	B09	PINTOY	C23
Moon Angel	A31	PLAN TOYS	C23
Moony	Milk & Diaper Pavilion	Playgro	A35, A37
Mother-K	K11	Plum Organics	A24
Mother'S Nature Hair Therapy	F22	Pognae	D17
Mothercot	A22	Pomtree	A24
Mt Alvernia	E09	Pororo	C21
Mum 2 Mum	A35, A37	Positive Icon	A13
Mummykidz	C13	Preggie Pops	C25

BRANDS LISTING

Premium Baby Hub	A41	Simplicity	J13
Pret-A-Pregger	J31	Simplicity	H29
PrettyMums	K23	Simply Life	H22
Prudential	J17	Sinbii	C21
Puku	E01	Sinchies (Australia)	A03, A05
Pumpin' Pal	H29	Sipsnap	F32
Pupsik	H29	Sitsafe	B21
Pupsik	C25	Sleepy Night	B17, C17
Pur	J13	Small Small World	K01
Pura	H09	Smart Trike	F17
Pureen	F33	Snackis	A35, A37
Puri Health	E23	Snoozebaby	A17
PUSTEFIX	C23	Snuggbaby	H29
Qt Bra	A11	Soapsox	F32
Quinny	J09	Soapsox	F09
Quway	F09	Sofzsleep	B17, C17
Qv	D32, E33	Sophie & Friends	A17
Radio Flyer	M29	Sophie La Girafe	A17
Raf Raf Baby	B29	Soyami	B33
Raf Raf Bratz	B29	Sozzy	F21
Raf Raf International	B29	Spaclub At Beach Road	H13
Raf Raf Princess	B29	Spectra	J13
Real Kids	H25	Splash About	H25
Recaro	F13	Splashabout	E24
Redmart	D33	Sprout	K09
Renewalife (Korea)	K39	Spuni	B33
Ribena	D32, E33	Stemcord	E09
Richgi	A31	Stephen Joseph	A24
Rock & Learn	A21	Stephen Joseph	H33
Rock Star Baby	H09	Steward's Little	K13
ROCS	F09	Studio Memories	K19
Rody	F32	Studio Skinky	A24
Rose And Rebellion	C21	StudioPlay	A07
Rotho	H17	Stuttgart	A35, A37
Rre	C21	Suavinex	M24, K07
Ruya	D23	Summer Infants	A35, A37
RW Prince	C29	Summit	F33
S26	Milk & Diaper Pavilion	Sunday 2000	E17
Sacred Tea	F22	Sunview	K09
Safety 1st	H09	Superwoman Bodyshaper	J31
Sambucol	A24	Surein	F31
Sassy Mom Maternity	G24	Sweetest Moments	C33
Sauvinex	B21	Swim Concierge	K17
Schleich	M29	Swimava	J29
Scholastic	H21	Swimzip	H25
Science Art	K15	Taf Toys	H21
Sebamed	D32, E33	Tai Sing	M21
Seebaby	C13	Tayo	C21
Sensible Line	K23	Teething Bling (Usa)	A03, A05
SES	C23	Tessell	A41
SG Digital Lock	A30	The Baby Box Co.	M33
Shears	A01	The Better Toy Store	C23
Sheng Fa Li	B32	The Diaper Clutch	K23
Shining Girl	A31	The Family Vine	H29
Shopping Paradise	A24	The Fashion People	B09
Siku	M29	The First Years	G17
Sili Squeeze	B33	The Plush	A17
Silicandy	C25	The Story Factory	D21, C22
Silly Billyz	C25	thelittleonesinmylife	A03, A05
Silly Souls	C25	Tian Long Citronella Oil	A32
Simba Baby	F09	Tiny Touch	B21
Similac	Milk & Diaper Pavilion	Tinytree	A27
Simple Wishes	H29	Tinytree Organics	A27
Simple Wishes	M13	TMCC	B30

BRANDS LISTING

Tollyjoy	F01, G01	Ways Baby	H29
Tommee Tippee	A35, A37	Wel-B	K39
Tonga	H17	WHEELY BUG	C23
Tongtai Infant Apparel	B25	Wonder Childs	D23
Traumeland	H17	Woombie	E25
Tropika	K21	Worlds Apart	H21
TROUSSELIER	C23	Worldsource Impex	F09
Trudi	H33	Yale	A30
Tula	E24	Yamatoya	J21
Tummy With Mummy	A17	Yelly Mat (Korea)	A03, A05
Tykes Marketing	E25	Yijan	G09
Tyr	K17	Yoomi	J13
U-Best	D17	Your Baby Can Learn	A21
Unilove	G09	Your Baby Can Swim	B32
Unimom	A35, A37	Zi Jin Tang	K15
Upspring Baby	J29	Zoli Baby	H17
Uyeki	E25	Zzandr 360	J31
V-Cool	J13	吉祥	K15
Vida	M17	大力士	K15
Vtech	B23		

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CHECKLIST

BABY GEAR

- | | |
|--|---|
| <input type="checkbox"/> Car Seat / Booster Seat | A01, A25, A35/37, B01, B09, B13, B21, C17, D23, D33, E01, F01, F13, G01, G09, G17, G25, H09, H21, J09, J29, K07, M01, M21, M24 |
| <input type="checkbox"/> Stroller (Single/Double) | A01, A13, A35/37, B01, B09, B13, C13, C17, D23, D33, E01, F01, F09, F13, F25, G01, G09, G17, H09, H21, J09, J13, J29, K07, M01, M17, M21, M24 |
| <input type="checkbox"/> Baby Carrier, Sling, Wrap | A35/37, B01, B21, B25, B32, C13, C21, C25, D09, D33, E13, E22, E24, E25, F21, F23, G09, G25, H17, H29, K07, K23, K41/43, M17, M30, M33, M24 |

FEEDING

- | | |
|---|--|
| <input type="checkbox"/> High Chair | A01, A13, B01, B09, C13, D23, D33, E01, E21, F01, F09, G01, G09, H09, H21, J13, J21, M01, M21 |
| <input type="checkbox"/> Baby Utensils | A03/05, A17, A25, A35/37, B21, D01, D33, E21, F09, F21, F32, G32, H09, H17, H21, K03, K23, M21, M33 |
| <input type="checkbox"/> Bowls | A03/05, A17, A35/37, D33, E21, F09, H17, H21, H22, K03, K23 |
| <input type="checkbox"/> Baby Bottle / Sippy Cups | A01, A03/05, A13, A17, A29, A35/37, B09, D01, D33, E21, F09, F32, G09, G32, H09, H17, H21, J13, K03, K23 |
| <input type="checkbox"/> Bibs | A01, A03/05, A17, A35/37, B09, B25, B32, B33, C13, C21, C23, C25, C30, D33, E25, F21, F32, H17, H21, H22, K03, K07, K23, K41/43, M24 |
| <input type="checkbox"/> Splat Mat / High Chair Cover | C21, C23 |
| <input type="checkbox"/> Baby Food Equipment | A03/05, B21, B33, C23, D01, E01, E13, E21, F09, F21, M01 |
| <input type="checkbox"/> Baby Food / Snacks | A24, A35/37, B09, C23, D13, D33, F31, G13, K09, K39 |
| <input type="checkbox"/> Baby Food Storage | K35, M33 |

CLOTHING

- | | |
|--|---|
| <input type="checkbox"/> Rompers | A01, A17, A25, A31, B09, B25, B32, C13, C29, C30, C32, D29, D31, E25, E31, F21, F24, F31, G24, H17, H21, H22, K13, K41/43 |
| <input type="checkbox"/> Shirts | A31, B25, C29, C30, C32, D29, F21, F24, F31, G24, H22, K13, K41/43 |
| <input type="checkbox"/> Leggings / Pull-on Pants | A31, A35/37, B29, C13, C29, C30, C32, D29, F21, F24, F31, G24, H22, K13, K41/43 |
| <input type="checkbox"/> Caps, Hats, Mittens, Socks, Booties | A01, A17, A35/37, B09, B25, B29, B32, C13, C29, C30, E25, E31, F21, F24, F31, G09, G24, H22, H25, K13, K41/43 |
| <input type="checkbox"/> Baby Shoes | A24, A25, A27, B29, C30, F24, H17, K41/43, M21 |
| <input type="checkbox"/> Organic Clothes | A17, C30, E21, E25, K03 |
| <input type="checkbox"/> Pyjamas | A17, A25, A31, B25, B32, C13, C30, C32, D29, D31, E25, F21, F24, F31, G24, H17, H22, K13, K41/43 |

CHECKLIST

DIAPERING

- | | |
|--|---|
| <input type="checkbox"/> Disposable Diapers / Pull Ups | A01, A03/05, B09, D32, D33, E32, E33, G33, H17, K27, K35 |
| <input type="checkbox"/> Cloth Diapers | A13, A35/37, B29, E22, E24, F23, H17, H29, J13, K23, K41/43 |
| <input type="checkbox"/> Swimming Diapers | A35/37, B29, B30, C21, D33, E21, H17, H25, K17, K23, K27 |
| <input type="checkbox"/> Baby Wipes | A01, A03/05, A35/37, B01, B29, D33, E22, F01, F25, G01, G32, G33, H17, K03, K27 |
| <input type="checkbox"/> Diaper Bag / Wet Bag | A03/05, A13, A25, A27, A35/37, B01, B09, B29, B32, C21, C30, D23, E25, F17, H17, H25, J13, K23, K35, K41/43 |
| <input type="checkbox"/> Diaper Rash Cream / Ointment | A24, A27, A35/37, B30, C24, D09, D32, D33, E33, H09, K23 |

BREAST FEEDING & BOTTLE FEEDING

- | | |
|--|--|
| <input type="checkbox"/> Maternity Clothing / Bra | A11, A22, A35/37, B21, C13, G24, G25, H29, J31, K23, K41/43, M29 |
| <input type="checkbox"/> Breast Pumps | A35/37, B21, D01, D33, E21, F09, F23, J13, J29, K03, K07, K23, M13, M24 |
| <input type="checkbox"/> Breastfeeding Supplies
(Nipple Cream / Pads) | A03/05, A09, A24, A29, A35/37, C21, D01, D33, E21, F01, F22, F23, F32, G01, G25, K03, K21, K23, K27, K41/43, M13 |
| <input type="checkbox"/> Pumping Supplies
(Milk Storage Bags) | A03/05, A35/37, B09, B21, D01, D33, E21, F09, F23, F32, G25, K03, K23, K41/43, M13 |
| <input type="checkbox"/> Nursing Covers / Wraps | A03/05, A11, A22, A35/37, C13, C25, F32, G25, H29, K21, K23, K41/43 |
| <input type="checkbox"/> Nursing Pillow | A01, A17, A35/37, C25, E21, F09, F21, G09, H17, H29, K27, M13 |
| <input type="checkbox"/> Bottles | A01, A03/05, A09, A11, A13, A29, A35/37, B09, B21, D01, D33, E13, E21, F09, F23, F32, G09, H09, H17, H29, J13, K03, K07, K23, M13, M24 |
| <input type="checkbox"/> Burp Cloths | A35/37, B32, C30, E21, E25, F32, K07, K41/43, M24 |

BEDDING

- | | |
|---|--|
| <input type="checkbox"/> Cot Bedding Set | A01, A35/37, B09, B17, D33, E21, F01, F17, G01, H09, H21, H22, H29, J09, K41/43 |
| <input type="checkbox"/> Fitted Cot Sheets | A01, A13, A35/37, D09, D33, E21, E25, F01, G01, H09, H17, H22, H29, J13, K41/43 |
| <input type="checkbox"/> Mattress Pads &
Waterproof Pads | A35/37, B01, C13, C21, C25, D09, D31, E21, E22, E24, E25, F01, F33, G01, H09, H17, H29, K23, K41/43 |
| <input type="checkbox"/> Baby Blankets | A01, A03/05, A09, A17, A25, A29, A35/37, B17, B25, B32, C13, C30, D23, E21, E25, F01, F21, F23, F24, F32, G01, G24, H09, H17, H22, H29, H33, K41/43, M29 |
| <input type="checkbox"/> Swaddles / Swaddling
Blanket | A01, A17, A35/37, B21, B25, B32, C13, D23, E21, E25, F21, F23, F24, F32, G24, G25, H09, H17, H22, H29, K41/43 |

CHECKLIST

BATHING / INFANT CARE

<input type="checkbox"/> Baby Bath Tub	A01, A35/37, B09, B32, C13, D23, E01, E21, F01, F09, G01, H17, H21, H29, J09, K31, M01, M30
<input type="checkbox"/> Towels / Wash Cloth	A01, A03/05, A09, A25, A29, A35/37, B32, C13, D33, E21, E25, F09, F21, F24, F32, G25, H17, K41/43
<input type="checkbox"/> Shampoo & Body Wash	A01, A24, A27, A35/37, B09, B30, C24, D09, D31, D32, D33, E21, E33, F09, F32, F33
<input type="checkbox"/> Baby Skin Care	A24, A27, A35/37, B09, B30, C24, D09, D32, D33, E13, E21, E33, F32, F33, H25
<input type="checkbox"/> Grooming Kits (Nail Clippers, Comb, Toothbrush)	A03/05, A09, A29, A35/37, C13, E21, F09, F21, F32, K03, K23
<input type="checkbox"/> Oral Care	D32, E33, F33
<input type="checkbox"/> Thermometer	A35/37, D23, D33, E21
<input type="checkbox"/> Baby Potty / Toilet Training	A25, M30
<input type="checkbox"/> Laundry Detergent	A27, A35/37, B30, D31, D33, D32, E21, E25, E33, F01, F33, G01, H17, K11

NURSERY

<input type="checkbox"/> Cot	A13, A21, B09, B17, C30, D09, D23, E21, F01, G01, H21, H29, J09, J13, J21, K07, M17, M24
<input type="checkbox"/> Cot Mattress & Pillow	A01, A03/05, A13, A21, A35/37, B17, C13, C25, D23, E21, F01, G01, H17, H21, H29, J13, J21, J29, K07, K41/43, M24, M29
<input type="checkbox"/> Changing Table	B09, B17, D23, E21, F21
<input type="checkbox"/> Glider, Rocker, Bouncer	A01, B01, B21, D23, D33, F01, G01, G17, H09, H29, K41/43

BABY SOOTHERS

<input type="checkbox"/> Pacifiers	A11, A35/37, B33, D01, D33, E21, E25, F09, K03, M33
<input type="checkbox"/> Teething Products	A03/05, A17, A24, A35/37, B09, C23, D33, E21, F09, F21, F32, H17, H21, H33, K41/43

SAFETY

<input type="checkbox"/> Baby Monitor	A30, A35/37, B13, B21, D01, D33, E21
<input type="checkbox"/> Safety Gates	B21, C25, E21, H09
<input type="checkbox"/> Outlet Covers & Plugs	A35/37, H09
<input type="checkbox"/> Cabinet & Drawer Locks	A35/37, E21, H09, K23
<input type="checkbox"/> Window Safety Grill	A35/37, F29
<input type="checkbox"/> Safety Bed Rail	A41, H09, M17
<input type="checkbox"/> First Aid	A35/37, D33

CHECKLIST

PLAYTIME

<input type="checkbox"/> Infant Swing	A01, B01, D23, F01, G01, H09
<input type="checkbox"/> Bouncer / Rocker	A01, B01, B09, B21, D33, F01, G01, G09, H09, H29, K41/43, M17
<input type="checkbox"/> Playpen	A01, A13, A21, B01, F01, G01, G09, G17, H09, H21, J13, M17
<input type="checkbox"/> Play Fence / Play Yard	A01, A13, A41, E01, E21, H21, J13, M01
<input type="checkbox"/> Play Mats / Baby Gym	A03/05, A25, A35/37, A41, B09, B23, D17, D33, E21, G09, H09, K01, K41/43
<input type="checkbox"/> Infant Toys	A17, A24, A25, A35/37, B01, B21, B23, D33, F21, F31, H07, H09, H33, K17, K41/43, M29
<input type="checkbox"/> Walker / Jumper	A13, B01, B21, B23, C23, D23, E01, E21, F01, G01, G17, H09, J13, M01
<input type="checkbox"/> Stationary Entertainer	A24, F21, H09
<input type="checkbox"/> Educational	A21, A24, B13, B21, B23, C23, D33, F09, F21, G21, H32, H33, K41/43
<input type="checkbox"/> Balance Bikes / Electric Toy Cars	A13, B17, F17, D23, H33, J13
<input type="checkbox"/> Music	A17, A25, B23, C23
<input type="checkbox"/> Baby Bean Bag / Equivalent	B09, C23, G09

MISCELLANEOUS

<input type="checkbox"/> First Month Package	C33, H07, J33, K17
<input type="checkbox"/> Massage / Spa / Slimming	A20, D25, F22, H13, J23
<input type="checkbox"/> Confinement	E25, F22, J33, K15
<input type="checkbox"/> Shapewear	J29, J31
<input type="checkbox"/> Stretch Mark / Moisturizing / Organic Body Cream	A35/37, B24, C24, C31, H09, K23, G23
<input type="checkbox"/> Sanitary Pad	A11
<input type="checkbox"/> Photography	A07, B31, D30, H24, K19, K25, M32
<input type="checkbox"/> Health & Wellness	E23, J25
<input type="checkbox"/> Hand & Feet Casting Services	K25
<input type="checkbox"/> Milk Bottle Container	F31
<input type="checkbox"/> Financial Institutions	D21, G29, H01
<input type="checkbox"/> Breastfeeding Supplements	K05
<input type="checkbox"/> Cordblood Banking	C01, E09, J01
<input type="checkbox"/> Baby Swimming Pool	J29, K17
<input type="checkbox"/> Insect Repellent	A32, F33
<input type="checkbox"/> Milk Powder	D13
<input type="checkbox"/> Facial Care	A20, E29
<input type="checkbox"/> Newborn Gift Set	A01, A25
<input type="checkbox"/> Sleeping Bags	A25
<input type="checkbox"/> Infant Massage Class	A20
<input type="checkbox"/> Hair Care	A11, E29
<input type="checkbox"/> Vacuum	D43, E43
<input type="checkbox"/> Prenatal Stimulation Systems	B13, J29
<input type="checkbox"/> Children Furniture	E30
<input type="checkbox"/> Digital Door Lock	A30

Guide to Newborn Essentials

Sleeping

You'll need somewhere safe for your baby to sleep. Unless you're planning to co-sleep you'll need a cot (cost-effective as they'll be able to use until they're 2+) or a bassinet (which they'll grow out of sooner - meaning you'll need a cot down the track - but is more convenient while they are young).

- ✓ Cot (or bassinet)
- ✓ Mattress
- ✓ Fitted sheet (consider buying two or more, it is useful to have a spare)
- ✓ Fitted waterproof mattress protector (protect your mattress from poo explosions)
- ✓ Swaddles or muslin wraps or blankets (consider two or more)



Make sure you're familiar with the SIDS Safe Sleeping Guidelines before you shop - otherwise you might spend money on something that may put your baby at risk. Plus check out our Cot Safety Checklist.

Changing / bathing

You don't absolutely need a baby bath or change table. You can bath a baby in the regular bath tub (or even the sink) and you can change a baby's nappy on the floor or a bed. But both items are useful and will make things a bit easier on your back!

- ✓ Towel (baby towels are thin and often have hoods, consider buying two)
- ✓ Face washers

- ✓ Nappies (if you're using disposables just buy one large 'newborn' pack to start with, in case your baby grows out of them fast)
- ✓ Terry cloth nappies/muslin squares (useful to have a few on hand as spew rags, or to put under baby on the change table.)
- ✓ Nappy wipes or cotton wool balls
- ✓ Baby bath (one with a plug is easier to empty)
- ✓ Change mat or change table)



Protect your new baby's skin by only bathing every second day or so with just warm water (or a mild, non-soap based cleanser if required). Check out our Change table Safety Checklist and our guide to buying cloth nappies.

Going out with a newborn

Your newborn is required by law to be in a baby capsule or rear-facing car seat while travelling in a car. It's a good idea to have one professionally installed a few weeks before your due date. Make sure you are familiar with your state's car child restraint laws.

You might also want to invest in a good quality pram. Look for one that reclines flat for a newborn but can be converted into a stroller for a toddler. Many families however prefer to use a baby carrier for new babies and perhaps a cheaper stroller for older babies and toddlers.

- ✓ Baby capsule/rear-facing car seat
- ✓ Baby carrier and/or pram (look for one that reclines flat for a newborn)
- ✓ Nappy bag (to carry spare nappies, cloths, wipes, clothes etc when out)



Check out our Nappy Bag packing checklist to see exactly what you need to pack for a trip out of the house with a new baby! And make sure you read the Pram Safety Checklist.

Dressing and baby clothes

There is no need to buy many clothes before baby arrives. Just have a few necessities on hand, then go shopping once you know what size and sex your baby is. Otherwise you could end up with a heap of cute outfits that never see the light of day.

Also, it pays to be practical. Sure little baby jeans and T-shirts are cute but they aren't comfortable and you won't get much use out of them, especially in the smaller sizes. Keep in mind that people may buy clothes as gifts too.

Also check to see if your maternity hospital has a list of what they'd like you to bring in for your baby - this is often a good guide as well. We've said 5 of most items here so you're prepared for baby messes and to have a few in the wash.



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Stroller



2 IN 1

EASY COMPACT FOLD

REVERSIBLE SEAT

CARRYCOT & SEAT



Enjoy · Color · Life

- ✓ Singlets x 5 (or, even better, singlet suits – as they don't ride up!)
- ✓ Short-sleeved bodysuits x 5 (can be used under clothes in winter)
- ✓ Long-sleeved gownsuits x 5 (you'll still need at least a couple of these even if your baby is born in summer in case of air-conditioning – especially in hospital)
- ✓ Socks x 3

Feeding your newborn baby

If you're planning on breastfeeding, you won't need much in the way of equipment. If things don't go as planned then you'll be able to easily buy formula and feeding equipment in most towns and cities. If you want to have just-in-case formula you can buy packets with individual sachets – as tins of formula need to be used within a certain time period once opened.

- ✓ Breastpads (cloth can be a money saver)
- ✓ Bottles, if you're bottlefeeding, and bottle-cleaning equipment

Useful baby items (but not essential)

There are many more items that we could have included on our lists – some people might consider the following items as essential while others don't. The thing is you can't know for sure until your baby is born.

The following baby items are useful – they'd make great baby shower gifts!

- ✓ A special 'feeding' pillow or a 'V' shaped cushion
- ✓ Digital thermometer
- ✓ Baby monitor
- ✓ Nail scissors/clippers/toiletries
- ✓ Baby sleeping bag
- ✓ Nappy bag with a change mat
- ✓ Sunshades for car windows
- ✓ Portable cot
- ✓ Beanies, mittens
- ✓ Breastpump (if you want to try giving bub the occasional bottle of EBM)
- ✓ Playmat for tummy time
- ✓ A dummy/pacifier

It pays to remember that every family is different and we're all on a different budget.

Some parents will consider a pram a 'must-have' while other families love their baby carrier. Some don't mind buying an expensive wooden change table to match the cot, while others prefer a more cost-effective one that fits on top of an existing set of drawers. And some won't bother at all – preferring to change the baby's nappy on the floor or a bed.

It really is important to find what works for you. And you probably won't figure that out until after your baby has arrived.

Hopefully in the meantime you'll find our baby nursery essential checklist a useful guide when preparing for your new baby. All the best!

NEWBORN ESSENTIAL CHECKLIST



BABY AT HOME

- | | | |
|---|---|---|
| <input type="checkbox"/> BABY MONITOR | <input type="checkbox"/> COT | <input type="checkbox"/> SWADDLES & WRAPS |
| <input type="checkbox"/> BATH THERMOMETER | <input type="checkbox"/> CHANGING STATION | <input type="checkbox"/> BLANKETS |
| <input type="checkbox"/> NAILS CLIPPER | <input type="checkbox"/> ROCKER / BOUNCER | <input type="checkbox"/> BREAST PUMP |
| <input type="checkbox"/> BRUSH & COMB | <input type="checkbox"/> NURSING CHAIR / GLIDER | <input type="checkbox"/> BREAST PADS |
| <input type="checkbox"/> BODY & SKINCARE | <input type="checkbox"/> STORAGE / ORGANIZERS | <input type="checkbox"/> NURSING PILLOWS |
| <input type="checkbox"/> TUBS & BATH MAT | <input type="checkbox"/> PILLOWS & MATTRESS | <input type="checkbox"/> FEEDING BOTTLE & TEATS |
| <input type="checkbox"/> HOODED TOWELS | <input type="checkbox"/> BIBS & BURPS | <input type="checkbox"/> BOTTLE BRUSH |
| <input type="checkbox"/> WASHCLOTHS | <input type="checkbox"/> CRIB SHEETS & SETS | <input type="checkbox"/> SOOTHERS |

BABY ON THE GO

- STROLLER
- BABY CARRIERS
- INFANT CAR SEATS
- DIAPER BAGS
- SUN CANOPY
- HEADREST
- STROLLER TOYS
- MOSQUITO NET

PLAYTIME

- BABY GYMS
- STUFFED TOYS
- MOBILES
- ACTIVITY SPIRAL
- TEETHERS
- RATTLES
- BOOKS
- EDUCATIONAL VIDEOS

APPARELS

- WEARABLE BLANKETS
- SLEEP SUITS
- ROMPERS
- BODY SUITS
- HATS
- SCRATCH MITTENS
- DIAPER COVER
- SOCKS



Baby Development Milestones (0-12 months)

Is Your Child On Track?

A first smile. A first step. A first word. These are the milestones that parents are eager to share with family and friends. But they are not the only milestones your baby will achieve that first year. Each month, your baby will master important skills that serve as the building blocks for continued growth and development.

Throughout your baby's first year, growth and development are measured in inches, pounds, and milestones—predictable skills that all normal children are expected to achieve at some point in time. Knowing when children typically achieve various milestones can help parents recognize developmental delays early on and seek appropriate care.

Your child's health care provider will discuss various milestones with you during your child's check-ups to ensure that your child is growing as expected. Developmental milestones are divided into five categories:

Gross motor skills.

These skills involve the body's large muscles (trunk, arms, legs, and neck). Examples of gross motor skills include controlling the head, sitting, standing, walking, running, jumping, and riding a bike.

Fine motor skills.

These skills require precision movements of the hands and fingers: picking up a pea, writing with a pen or pencil, painting a picture, or playing a flute.

Language skills.

Early language skills include communicating through facial expressions, body movements, crying, cooing, and laughing. Babies build on these early skills to develop the ability to communicate with words.

Social and play skills.

These skills are essential to interacting and playing together, as well as solving problems collaboratively. They include giving, sharing, taking turns, and engaging others in play.

Cognitive skills.

Your child's ability to solve problems, adapt to new situations, and know right from wrong are examples of cognitive development.

Brain Development

Brain development in the early years a baby's brain grows faster than at any other time. What they feel, see and hear at this time affects how their brain develops. 'Good' experiences lead to good brain development. Babies need warm, loving people to care for them and to respond to their needs kindly and consistently. They need to feel safe and secure in the world. This helps them to develop confidence and trust.

In their first few weeks, babies like looking at faces. If a face is close, they'll focus on it and follow it. By the two weeks, most babies begin to recognise their parents. It's essential to encourage your child's learning in these early weeks, and talking to your baby is a great way to start. A health professional, usually a health visitor, will carry out a new baby review during these weeks. They'll talk to you about feeding your baby, becoming a parent and how you can help your baby to grow up healthily. As a minimum, your baby should be weighed with no clothes on at birth and again at five and 10 days.



Babies have feelings from birth. They may feel content or uncomfortable but are not able to think about why they feel that way. They may 'pick up on' and 'match' your feelings such as when you are happy, calm or upset. From birth babies may:

- Watch your face when you talk to them
- Turn to the side to suck when their cheek is touched
- Blink at sudden noises such as hand claps or door slamming
- Open their eyes to normal speech sounds just as they doze off
- Suck well from breast or bottle.

By 8 weeks they may:

- Smile at you
- Move both eyes together most of the time
- Lift their head when lying on their tummy
- Kick both legs strongly
- Seem to listen to you and watch your face
- Make sounds other than crying, and 'talk back' to you
- Have sleep patterns which vary greatly. By 2-3 months they should follow your face or a moving light with their eyes.



DEVELOPMENT TIP: Engage in skin-to-skin and eye-to-eye contact; massage your baby (learn how here); carry her in your arms or in a sling; feed her on request (at the first sign of hunger).

FEEDING TIP: Small, frequent breastfeedings (at least eight feedings in each 24 hours) will ensure that your baby is getting enough to eat and help you build a good milk supply. Watch your baby for cues that she's getting hungry—she may smack her lips or suck on her hands. Crying is a late sign of hunger. Don't wait for your baby to cry before offering the breast; it's harder for a crying baby to latch on well.

“What babies hear, see and feel in the early years affect how their brain develops. They develop best in warm, nurturing relationships.”

3-6
Mths

Relationships and feelings

- Make eye contact as you smile at each other
- Enjoy being played with, laugh and kick by 4 months
- Chuckle softly and laugh aloud by 3-5 months.

Out of step?

- Don't seem interested in things around them
- Don't show delight in being with people
- Don't seem to know parents or other familiar people.

Doing, seeing and hearing

- Enjoy looking at people and bright objects
- Enjoy watching people do things
- React to familiar things by smiling, cooing and excited movements
- Turn their head to moderate sounds such as a normal speaking voice by 3 months
- Look at their own hands and play with their fingers by 3 months.

By 3-5 months:

- Hold on to an object placed in their hand and briefly look at it
- Lift their head and chest when lying on their tummy
- Quieten or smile at the sound of your voice, or if they see you
- Turn their head or eyes towards you when you speak from beside or behind them.

By 5-7 months

Learning to talk

- Roll from their back to their tummy.
- Make lots of little voice sounds such as squeals or grunts
- Take turns when 'talking' with parents
- Turn their head towards a person talking by 5 months.

DEVELOPMENT TIP: Hold your baby on your chest so she can peer over your shoulder; provide ample tummy time to improve neck control; play with your baby's hands; have "conversations" with your baby—make sounds and encourage your baby to repeat them; read books with large, colourful pictures.

FEEDING TIP: Expect growth spurts during which your baby will want to breastfeed more often. This is nature's way of bumping up your milk supply to meet your growing baby's needs.

Ready for solids? Signs that your baby is ready include sitting up without support, controlling her head, bringing food to her mouth, and swallowing without choking. The AAP recommends babies be exclusively breastfed for the first six months of life. If your baby seems distracted during feedings, you may have more luck breastfeeding in a quiet place. Most 4-month-olds can see more clearly now and are fascinated by the world around them.

“Responding to babies' cries warmly and consistently helps them feel safe and secure.”

6-9
Mths

Relationships and feelings

- Know familiar people and are unsure of strangers
- Are upset when separated from main carer
- Delight in playing 'peek-a-boo' games.

Out of step?

- Don't show pleasure when seeing people they know well
- Don't make eye contact
- Cannot be comforted by a parent or close carer.

Doing

- Swap small items from one hand to the other
- Pick up items with their thumb and one finger
- Bang objects together
- Roll from their back to their tummy
- Get into a crawling position on their hands and knees
- Start to look at and feel objects before taking them to their mouth
- Start to hold food such as a biscuit and feed themselves
- Look in the right direction for things that have fallen down
- Start to drink from a cup held by an adult by 6-9 months
- Move around more and roll and creep on their tummy by 8 months.

Hearing and learning to talk

- Turn towards quiet sounds
- Babble with sounds like 'dada' and 'baba' and then try to put babbling sounds together
- Recognise several words, e.g. looks for Daddy if 'Daddy' is said
- Copy sounds made by other people.

DEVELOPMENT TIP: Bounce to music; poke at bubbles; play with balls; "hide" objects.

FEEDING TIP: At around 6 months of age, most babies are ready for solid foods. Expect messy mealtimes! Exploring and handling her food is part of your child's learning process. Don't worry if more food ends up on the floor than in her mouth. It can take 10 or more offerings before a new taste is accepted.





9-12 Mths

Relationships and feelings

- Know familiar people and withdraw from strangers by 9 months
- Give cuddles
- Become anxious if main carer is out of sight
- Stretch up arms to be picked up
- Love to be talked to and played with
- Copy gestures such as coughing or waving
- Cannot understand 'no' or 'danger'.

Out of step?

- Don't show pleasure when seeing people they know well
- Don't make eye contact
- Cannot be comforted by parent or close carer

Doing

- Point with their index finger
- Drop and throw things on purpose
- Pass objects easily from one hand to the other
- Sit unsupported
- Pull up to standing (walk while holding on to furniture)
- Find a toy hidden under a cloth
- Pick up a crumb with tips of finger and thumb
- Stand by themselves and take a few steps forward by 11-13 months.

Hearing and learning to talk

- Look for quiet sounds made out of sight
- Shake their head for 'no' and nod their head for 'yes'
- Show pleasure in babbling loudly
- Like to look at picture books and can say some sounds at certain pictures
- Turn to the direction a sound comes from by 10-12 months
- Know and respond to their own name by 12 months
- Babbling develops further. Can say 3 'words' such as 'mama', 'baba' 'dada' by 12 months.

DEVELOPMENT TIP: If you haven't already, be sure to baby-proof your home so your baby can explore her world safely.

FEEDING TIP: Even though your baby may be ready for finger foods, most babies have only a few teeth at this age, so start with mushy foods like small bits of banana or well-cooked carrots. If your baby is bottle-fed, begin to transition her from the bottle to a cup to reduce the risk of tooth decay.

"Babies are born ready to learn. They learn and develop best when you spend time talking and playing with them."

As parents, we are always quick to question whether our children are "normal." It is important to understand that milestones are guidelines and not hard and fast rules. Many children celebrate their first birthday prior to taking their first step. Other children have mastered a handful of words before they turn. Keep in mind that every child develops at her own pace, and there is generally little need for worry or concern. Relax. Enjoy your child. And remember, the joy is in the journey.

Is your baby only crying, eating, sleeping and pooping? Well, there is more than what you think is going on in that small brain of his.

Right after birth, 100 billion neurons in baby's brain cells are making trillions of brain-cell connections, called neural synapses. His brain is like a sponge -- everything is new to him and learning is taking place every second.

During this stage, a baby's brain is more pliable and vulnerable as compared to an adult's. Any stimulation can create a neural connection as he acquires new skills - language, reasoning and planning skills. These skills are important for his physical and mental growth. For instance, a baby learning to roll over must understand weight distribution and plans his coordination before a successful turn.

Brain booster activities for Baby.

1. Talk to your baby using **parentese** -- the exaggerated, melodious intonation form of speech that people use to communicate with babies. Parentese is universal and plays a vital role in helping infants to analyze and absorb the phonetic elements of their parents' language -- the foundation of language. Slowly draw out your syllables in a exaggerated intonation voice as you say "Clever girl!" or a stern, low-pitched voice like "You cannot put that in your mouth".
2. Your baby is fascinated with EVERYTHING - so introduce them to your world through a simple game of "show and tell". Hold objects in front of your child and use simple descriptive words, such as "This is a red apple!" You can use anything from food, objects or toys to teach your child words, colors and shapes.
3. Our skin is the largest organ in our body. Make use of it! Gather objects of different **textures** and place them on a mat. When your baby comes into contact with the object, describe each texture with words such as smooth, furry, soft, sticky, etc. Just make sure to keep sharp, cold or hot objects out-of-reach.

4. Touch your baby. Stroking your baby face, tummy or hugging them can build your baby's emotional feelings. Studies have shown that babies who get more **skin contact** have bigger brains.

5. It is never too early to start **reading** to your baby. Choose books with large, colorful pictures and share your baby's delight in pointing and make noises -- if she points at a cow, say "Moo". Building a receptive language (understanding spoken words) is more important than developing her expressive language (speaking).

6. **Song play** such as "Itsy Bitsy Spider", "Head, Shoulder, Knees and Toes" and "Twinkle Twinkle Little Star" have body motions and finger play which helps your baby integrate sounds with large and small motor actions. Songs can also enhance your child's learning of rhythms, rhymes, and language patterns.

7. You can encourage the development of your **baby's memory** by playing "what is missing". Start by placing 3 - 4 objects in front of your child and give them a few minutes to memorize them. Now, get them to close their eyes while you remove 1 object. When you baby re-open her eyes, ask her what is missing!

8. Although stimulation is vital in boosting your baby's brain power, the brain can also benefit from a little **down-time**. Down time is a period where your child thinks and records what they have been learning. Set aside 15 - 30 minutes each day (depending on how well your child can sit quietly) and let your baby lie on the bed and just stare at the ceiling. Minimize talking, singing or even humming - the key is silence.



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Brain development: The Role of Music?

Music has a powerful effect on our emotions. A gentle lullaby can smooth a fussy baby while a blood-pumping beat makes us want to dance! Our thinking can also be affected by music.

Children who grow up listening to music develop strong music-related connections in the brain. Some of these music pathways actually affect the way we think. Listening to classical music seems to improve our spatial reasoning, at least for a short time. And learning to play an instrument may have an even longer effect on certain thinking skills.

Music also aids in triggering thinking. For example, classical music waves are similar to the waves we use for spatial reasoning - a category of reasoning skills with the capacity to think in 3-dimensional and conclude solutions from limited information. Classical music has a more complex musical structure. Babies as young as 3 months can pick out that structure and even recognize classical music selections they have heard before.

Researchers think the complexity of classical music is what primes the brain to solve spatial problems more quickly. So listening to classical music may have different effects on the brain than listening to other types of music. This doesn't mean that other types of music aren't good. Listening to any kind of music helps build music-related pathways in the brain. And music can have positive effects on our moods that may make learning easier.

What You Can Do?

- **Play music for your baby.** Expose your baby to many different musical selections of various styles. If you play an instrument, practice when your baby is nearby. But keep the volume moderate. Loud music can damage a baby's hearing.
- **Sing to your baby.** It doesn't matter how well you sing! Hearing your voice helps your baby begin to learn language. Babies love the patterns and rhythms of songs. And even young babies can recognize specific melodies once they've heard them.
- **Sing with your child.** As children grow, they enjoy singing with you. And setting words to music actually helps the brain learn them more quickly and retain them longer. That's why we remember the lyrics of songs we sang as children, even if we haven't heard them in years.
- **Start music lessons early.** If you want your child to learn an instrument, you don't need to wait until elementary school to begin lessons. Young children's developing brains are equipped to learn music. Most four- and five-year-olds enjoy making music and can learn the basics of some instruments. And starting lessons early helps children build a lifelong love of music.
- **Encourage your child's school to teach music.** Singing helps stimulate the brain, at least briefly. Over time, music education as a part of school can help build skills such as coordination and creativity. And learning music helps your child become a well-rounded person.



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Baby Home Vida Stroller

Vida is a different and stylish stroller specially designed for parents looking for a lightweight product capable of offering the highest benefits to stroll baby from the first day.

M17



Charleston Yarra Stroller

Charleston Yarra Stroller is from Australia. It is made from aircraft grade aluminium frame. The high end stroller at a fraction of the cost. Why pay \$1000 to \$2000 when Charleston Yarra has everything your baby needs.

F25



Happy Wonder 5 in 1 Cot

Happy Wonder is a cot that grows with your child. It can be transform from Baby Cot -> Bed Side Bed -> Toddler's Bed -> Kid's Bench -> Playpen!!!

B17

All these Features in just ONE cot.



4moms Highchair

Traditional high chair trays are tricky - you have to line up the rails and coordinate the latches to attach them. 4moms® believed that high chairs would be better if the tray was simple to use. That's why we created the 4moms® high chair. Magnetic latches make it easy to attach the tray and the magnetic tray top holds 4moms plates and bowls in place - making mealtime less stressful.

M17



Bellelli Booster Seat

The Bellelli EOS Lusso Booster Seat in black & grey is a lightweight and highly portable booster seat that is ideal for moving between cars, to ensure your child is seated correctly in the car.

K03

Snapkis Carseat

Snapkis car seats are made with breathable materials to keep children comfortable while travelling. They are designed to be fuss-free and developed to grow with your child.



A35



Smart Trike Explorer

The smartrike Explorer 5-in-1 tricycle steers like a stroller and is a fantastic tricycle offering both you and your child the ultimate outdoor experience.

F17



Vtech Little Friendlies Sleeping Start Mobile

Soothing musical projector mobile features cute dangling Little Friendlies characters and discovery mirror.

B23



SinBii S-Series Pocket HipSeat

Popular Sinbii Hipseat Carrier from KOREA is here!! SinBii HipSeat Deluxe Pocket with Double Hug Strap is a godsend for parents who love travelling with their little ones!

C21



Living Codi PVC Playmats

One of the most popular PVC mats in Korea due to its excellent quality and Honeycomb embossing which resulted in a better & safer baby play mat that really protects and cushions the baby!

A41



H22

Simply Life Bamboo Blankets

The blanket is made from 95% bamboo & 5% lycra, making it the most luxurious fabric to use on your baby's delicate skin.



Bright Starts Roll and Glow Monkey

The Bright Starts™ Roll & Glow Monkey™ rolls around the room with light-up wheels and music! . Press the top of monkey's hat to get the fun started. Baby's silly friend will start rolling and glowing, encouraging baby to chase after.

H09



Mt Fuji 99.9% Pure Water Baby Wipes

LEC 99.9% Natural Spring Water @ Mount Fuji Limited Production manufactured in LEC Inc. Fuji Susono Factory in Shizuoka 静岡県 Prefecture. Sharing its unsurpassed supreme exclusivity - the 99.9% Mount Fuji Natural Spring Water Baby Wipes with the world.

G32



E25

Bamboo Sanitary Brief

Bebe Bamboo Sanitary Brief is the answer to all your worries. Specially designed brief with leak proof layer keep you stain free during your periods.



Glorious Seeds Baby Romper

Glorious Seed believes that no infant is too young to encounter Jesus. Their collections feature Christian inspired rompers and t-shirts for infants and young children. 100% Cotton, sizes from newborn to 18 months.

B01



Kiinde Foodii Starter Kit

The Foodii™ Squeeze Snack™ Filling and Feeding System allows you to fill Kiinde Twist Pouches™ or Foodii Pouches™ with pureed food, for mess-free meals on the go!

M13



Dr Brown Foaming Baby Wash

Gently cleans without drying the skin and scalp. Designed to gently wash your little one's skin and hair.

E13

Preg-A-Pregger Nursing Bra

This nursing bra is a soft multipurpose bra that will become a necessity in your nursing journey as it grows with you up to three cup sizes.



J31



Kiddylicious Baby Snacks

Kiddylicious Meals are the first brand for toddlers witch set the standard of no added sugar or salt and great taste.

B09



Shrinkx Hips

Shrinkx Hips was the first postpartum compression band exclusively for the hips and is the only band clinically proven to narrow your hips!

J29



NEW LAUNCHES



B17

Doona Convertible Carseat Stroller

Doona™ is the world's first infant car seat with a complete and fully integrated mobility solution.

To continue to provide consumers with a broad range of options, Doona car seat now comes in pink.



E01

Zana Putti Stroller

The Ultimate 2-in-1 stroller that comes with a carry cot & a stroller bag. The stroller is designed for children from birth to 3 years and the modules can be installed & fastened easily on the frame.

Nice Baby Stroller

This is a Ultra lightweight stroller at only 3.9kg! It is suitable from newborn to 36 months.



M21



G09

Guardian Fix Pro 2 Carseat

The Kiddy Guardianfix Pro 2 is a forward facing Group 1/2/3 child car seat, which grows with the child to ensure a perfect fit at every stage of their development from toddler to teenager.

Fedora G6 Bouncer

Mom's thought for her baby, wherever and whenever.

You can see your child at any directions. Seat with 360 degree rotation in 4 directions allows you to check your child at all times.



J29



H33

Kokadi Baby Carrier Flip

The Kokadi Flip baby carrier is a so-called Full Buckle carrier. That means the waist belt and the shoulder straps can be closed and opened with buckles. It is made of woven baby sling fabric at the back panel. This feature offers a very high comfort for parents and children.



D17

EXCLUSIVE FIRST Launch at BABY MARKET! Be the first to see it in Asia!

ORGA PLUS is all-in-one product that can use for hipseat, hipseat carrier and baby carrier. According to baby's growth, situations and user's preference, you can utilize it for three ways.

It is highly recommended for mummies who want to enjoy the benefit of having hipseat and baby carrier together.



B17

Happy Summer Cot

Another high quality cot from the HAPPY brand. Made from high quality New Zealand Pine Wood.



H09

Ingenuity Inlighten Bouncer

A bouncer designed to soothe and comfort baby through touch, sounds, and lights! This baby bouncer with sweet teddy bear décor soothes newborns while lounging at home or on-the-go.



A13

Joovy Room 2 (2015 Model)

The New Room 2 has new bigger mesh windows for better visibility and bigger panoramas and a whole new look. It is nearly 50% larger than most traditional playards with over 10 square feet of overall space.



E23

Airtamer Portable Purifier

FilterStream Airtamer personal air purifiers clean your air by removing airborne pollutants(e.g. viruses, bacteria, pollen, dust, etc.) away from your personal space. Breathe cleaner, healthier air everywhere you go.



C25

Silicandy Placemat

Silicandy™ Ice cream placemat has 4 compartments, three for main foods like a vegetable, protein, and carbohydrate. The cherry on the top is meant for a condiment, such as ketchup! The placemat is polished on the bottom so it will usually stick to the table.



M33

Sporkstix™ Utensil

The Sporkstix™ utensil greatly reduces contact with surface germs through the use of the arm support while also providing the development of fine motor skills for children through cognitive play.



J31

Superwoman Shapewear Leggings

This full length leggings support your belly and are designed with adjustable pull-on elastic waist band to provide you comfort and accommodate different stages of your pregnancy.



E21

Bubba Blue Sweet Daisy Muslin Wrap

The soft Muslin Swaddle Wrap is ideal for wrapping baby. At an extra large size, the cotton wrap will secure most babies for a comfortable & peaceful rest.



H17

Moo Moo Kow Premium Cloth Diapers (Spring/Summer Collection)

The Spring / Summer Collection are here. The One Size Cloth Diaper has been a favourite for most mummies. They feature one size fits all, four size adjustments to fit your baby best, the soft elastic gathers, which are incredible at containing leaks while being so gentle on baby's tender skin.



E31

Arabelle clothing

ARABELLE is a family owned label founded in the multi-cultural and sophisticated city-state Singapore in 2016. Every item is originally designed from Singapore with all fabrics hand picked to ensure that any child wearing an ARABELLE item will be comfortable and trend setting.

Nursing Yoga Clothes

It is ideal for moms' everyday active lifestyle. It's perfect for low impact activities – yoga, pilates, walking or simply, as an everyday outfit.

A11



H09

B.Sensible Pillow Cases

A extremely smooth pillowcase that has a 100% Natural surface with unique benefits an undetectable highly protective second skin membrane™.



E13

Dr Brown Options Bottle

The market's first convertible bottle that can be used with or without the vent system. The new vent system is designed to grow with baby, and we recommend using this system to experience all the health benefits of our bottle.



NEW LAUNCHES

Super Savings

for mummies &
babies!

UP TO
90%
OFF

OVER
600+
COUPONS
& DEALS

BABY
MARKET



Great Deals Under One Roof

29 APR - 1 MAY 2016

SINGAPORE EXPO HALL 4

Turn
Over

for AMAZING deals!





STAR DEALS

Booth B17
Doona Infant
Carseat Stroller (RED)
Carseat converts to
Stroller, Rocker
& carrier!
U.P: \$799
\$499
FREE Stroller
Accessories!

Booth F13
Recaro EasyLife
U.P: \$699
\$299
Trade in your
old stroller to
get this offer!

Booth M21
Combi F2
Stroller
U.P: \$339
\$199

Booth B09
Cosatto Supa
FREE Chest pads,
headhugger
& raincover
U.P: \$569
\$299

Booth J29
Fedora S3+
U.P: \$499
\$199

Booth M17
BabyHome
Emotion
U.P: \$499
\$349
Top Up \$69 for
Egg0+ Carseat
worth \$199!

Booth B09
KOOCHI
Sneaker
U.P: \$379
\$129

Booth J09
Cybex
Ruby
Stroller
U.P: \$298
\$99

Booth J09
Quinny
Yezz
U.P: \$599
\$299
FREE
Travel
Bag

Booth A13
Joovy
Balloon
U.P: \$399
\$299

Booth J09
Inglesina Avio + FREE
Huggy worth \$358
U.P: \$899
\$499
FREE

Booth F25
Charleston
Yarra Stroller
U.P: \$499
\$259

Booth J09
Peg Perego
Pliko P3
Compact
U.P: \$769
\$459

Booth H23
Bonbijou
Boxter
Stroller
U.P: \$299
\$149

Booth F01
Graco Geno
CitiLite R
Lightweight
+ Reversible
U.P: \$359
\$259

Booth M24
ABC
Design
Cobra
U.P: \$898
\$449

Booth B09
Cosatto
Shuffle
Tandem
U.P: \$889
\$599
FREE Raincover

Booth C13
Seebaby Q4
Stroller
+ Rocker
U.P: \$199
\$99

Booth B01
Joie
Nitro
Stroller
U.P: \$199
\$99

Booth A13
CasualPlay
Livi Buggy
For Newborn
U.P: \$789
\$399

Booth B01
Aprica
Karoon Plus
FREE Diaper
Changing Bag
U.P: \$799
\$439

Booth A13
Joovy
Caboose
Stand-on
Tandem
U.P: \$279
\$169

Booth F25
Charleston
Bondi Stroller
U.P: \$399
\$159

Booth D17
AngleBay
Aurora + FREE
Sleeping Cot
FREE Accessories
worth \$100
U.P: \$1299
\$588

Booth G09
Kiddy Click
N Move 3
FREE Infant
Carrier +
Adaptor
U.P: \$899
\$699
FREE infant
Carrier +
adaptor

Booth D17
BabySing
Stroller + Carseat
U.P: \$799
\$468

Booth B13
Contours
Bliss 4in1
U.P: \$899
\$599

Booth B09
Cosatto To&Fro
Travel System
U.P: \$999
\$499

Booth M24
Mitera
U.P: \$799
\$499

Booth A13
Joovy
Scooter X2
U.P: \$603
\$378

Booth F13
Recaro Carseats
TOP UP \$299 for
EasyLife Stroller
U.P: \$488
\$799
40% OFF
TOP UP \$299 for
Recaro EasyLife!

Booth J09
Cybex Aton
Infant Carseat
U.P: \$359
\$99

Booth M21
Combi Urban Walker
Lite (Newborn-36mth)
U.P: \$459
\$329

Booth M17
4MOMS
Origami
+ Breeze
Playpen
U.P: \$2658
\$1599

Booth F01
Graco CitiLite
Hello Kitty
U.P: \$799
\$399

Booth F01
Graco Turbo
Booster
U.P: \$259
\$88
Limited to 1st 50 sets.

Booth B09
Cosatto
Moova 2
U.P: \$349
\$299

Booth A35
Daichi Toddler
D Guard
Organic
up to 35kg
U.P: \$499
\$399

Booth F13
Recaro
Milano
up to 36kg
U.P: \$488
\$299

Booth G09
Kiddy
Beetle
Lightweight
U.P: \$269
\$169

Booth A35
SNAPKIS
Carseat
+ FREE Gift
U.P: \$539
\$299

Booth J29
Fedora C1
ORGANIC
NEW LAUNCH!
U.P: \$599
\$299

Booth J09
Maxi-Cosi
Rodi SPS
U.P: \$258
\$139

Booth J09
Maxi-Cosi
Priori SPS
U.P: \$498
\$239

Booth H21
Bonbijou
Luxury rider
Birth-25kg
U.P: \$259
\$189

Booth B09
Cosatto
Zoomi
FREE Tummy
& Chest Pads
U.P: \$349
\$239

Booth F01
Graco SnugRide
Classic
U.P: \$399
\$190
Limited to 1st
10 sets.



STAR DEALS

Booth B17
Happy Dream
4in1 Cot
FREE 4inch
Foam Mattress
U.P: \$499
\$289

FREE 4inch
Foam Mattress
& Mosquito Net

Booth B17
Micuna Royal
Baby Cot with
Relax System
& FREE Mattress
U.P: \$999
\$399

Relax System
by Micuna

FREE 4" Mattress
+ Relax System

Booth B17
Happy Moments
4in1 Cot
U.P: \$629
\$299

with FREE Gifts

Booth A13
Joovy Hook-On
HighChair
U.P: \$189
\$89

Booth B17
Happy Wonder 5in1 Cot
Cot > Bedside Bed > Toddler Bed >
Playpen > Sofa
U.P: \$499
\$189

Booth B17
Happy Summer
Baby Cot
U.P: \$359
\$199

Booth B09
Cosatto 3in1
Story Cot
Cot > Sofa >
Toddler Bed
U.P: \$1799
\$799

Booth G01
Graco Pack N
Play Playpen
FREE Mattress
U.P: \$219
\$159

FREE Mattress

Booth H09
Safety1st
SoftDream
Playpen
U.P \$119
\$79

Booth H09
BrightStarts
Jazzy Bay
Playard
U.P: \$304.90
\$139

Comes with mattress,
pillow and bolster

Booth H09
Ingenuity
Smart & Simple
Playard + Gifts
U.P: \$449
\$259

FREE mattress,
pillow and bolster

Booth A13
Joovy Room
Full Feature
Nursery Center
U.P: \$639
\$333

Booth A13
Joovy Moon
Room
U.P: \$459
\$219

Booth A01
Shears
Playpen
With Mobile
Mosquito Net
U.P: \$189
\$109

Booth A41
Nihonikuji
Music + Activity
Play Yard
U.P: \$269
\$189

Booth F01
Baby
Dream
HighChair
U.P: \$129
\$59

Booth B09
Cosatto
Noodle
Highchair
U.P: \$289
\$169

Booth A41
6 Sided Fabric Deluxe
Play Yard
with Playmat
U.P: \$429
\$298

Booth B01
Joie Allura
Playpen
U.P: \$199
\$99

Booth H09
Ingenuity
Rock &
Dream
Sleeper
U.P: \$139
\$99

Booth G09
Baby Beanbag
U.P: \$149.90
\$79.90

Booth G09
Ibelibaby
Highchair
+ Rocker
U.P: \$229.80
\$99.90

Booth A41
Nihonikuji
Premium
Safety Bed Rail
U.P: \$139
\$79

Booth H09
Safety1st
Smartlunch
Grip Seat
U.P: \$93
\$29

Booth H09
Safety1st
Travel Booster
U.P: \$66.90
\$29

Booth H29
BabyLove
Computerized
Cradle
System
U.P: \$399
\$299

Booth H09
Safety1st Portable Bedrail
U.P: \$69.90
\$39

Booth M17
Babyhome Side
Bedrail
U.P: \$119
\$69.90

Booth J21
2in1 Sofa Bed
U.P: \$79.90
\$49.90

Booth H33
Hugaboo Infant
Support Seat
U.P: \$149
\$99

Booth F17
Smart Trike & Go
+shopping cart
U.P: \$399
\$169

Booth J29
Fedora G6
Rocker +
Bouncer
U.P: \$229
\$169

Booth M17
4Moms
Bundle
Rocker+
Breeze Playard
U.P: \$1058
\$559

Booth D17
Gubi Transformer HighChair
U.P: \$169
\$100

Booth B17
Micuna
Harmony
Evolutive
From Crib to
Cot to Bed
U.P: \$1899
\$1099

Booth M24
ABC Design
HighTower
HighChair
U.P: \$318
\$159

Booth A41
Juni June
Premium Space
Folder Mat
U.P: \$265
\$178

Booth H09
Ingenuity
Trio 3in1
Highchair
U.P: \$269
\$179

Booth H09
Safety1st
Kanji
Highchair
U.P: \$119
\$79

Booth G01
Graco
Contempo
HighChair
+ FREE Gifts
U.P: \$319
\$199

Booth A13
Joovy
Hilo
HighChair
U.P: \$639
\$333



STAR DEALS

ULTIMATE NEWBORN BUNDLE SET

Booth D01

- Single Electric Breast Pump
- 260ml Natural Bottle
- Breast Milk Containers X10
- Soothing Nipple Cream
- Nipple Protector
- Disposable Breast Pads (Day)
- Disposable Breast Pads (Night)
- 3-in-1 Electric Steam Sterilizer
- Electric Warmer
- Natural Newborn Starter Set
- 125ml Natural Bottle
- Spout Cup 200ml
- Drinking Cup 260ml
- Bubble Wrap Swaddle
- Philips Avent Pillow & Bolster Set
- Skylight 2 Piece Abalone Set
- Graco Playpen

U.P.: \$1150.20

\$468

FREE Playpen!
Limited to 100 sets



Booth M13 Medela Swing Bundle Set

- Medela Swing
- Calma Teat
- Storage Bottles 150ml
- Isa Uchi Bottle Warmer
- Medela Store & Feed Set
- 7G Nipple Cream
- Disposable Bra Pads
- Okiedog Bottle Holder

U.P.: \$527.60

\$349



Top Up \$49.90 for Steriliser/Manual Pump

Booth J29

GaksiMil Sense Double Breastpump
U.P.: \$373

\$199

Booth A03

Haenim UV Steriliser + Dryer
FREE 2 pc UV Lamp worth \$36!
U.P.: \$359

\$289

FREE 2 Pc UV Lamp worth \$36



Booth B21

Little Bean Home & Car Bottle Warmer
U.P.: \$50

\$33.90

Booth J13

PUR Vacuum Storage System Bundle
U.P.: \$61.80

\$46.40

Booth K23

Alletar Double Electric Breastpump
U.P.: \$399

\$229



BOTTLE TRADE-IN



Booth D01

Philips Avent Feeding Bundle
- Steamer & Blender
- Mealtime Set
- Grownup Cup
- Storage Pot
- Magic High Chair
U.P.: \$524

\$288

Booth G17

Chicco Set Steriliser + Bottle Warmer
FREE 2 Bottles worth \$25.80
U.P.: \$234.70

\$159 **FREE**



Booth A35

FREEIE Deluxe Equality Pump Set
U.P.: \$189

\$75.60



Booth M13

Isa Uchi Bundle
- Digital Steriliser
- 2in1 Digital Food Warmer
- Nursing Bib
- Bean Pillow
U.P.: \$259.90

\$139.90



Booth J13 Spectra S9+ Bundle Promotion
FREE Gift worth \$195!

\$29.90

Booth E25 BebeZap Portable UV Steriliser
U.P.: \$60

\$29.90

Booth C13 EasyGo Milk Powder Dispenser
U.P.: \$39.90

\$29.90

Booth E13 Dr Brown Glass Bottle Bundle Set
U.P.: \$107.60

\$59.90

Booth E13 Dr Brown Deluxe Bundle

- Deluxe Bottle Steriliser
- Deluxe Bottle & Food Warmer
- Blue STD Baby Bottle Gift Set
- 2 x 120ml STD Feeding Bottle
- 2 x 250ml STD Feeding Bottle
- 2 x Spare nipple
- Teether
- Pacifier
- Baby Bottle Brush

U.P.: \$400.60

\$188

Booth A35 Tommee Tippee Newborn Starter Set
U.P.: \$74.50

\$39.90



Booth D01 Philips Avent Bottle Warmer Bundle Set
U.P.: \$166.80

\$50



Booth A35 Unimom Forte# Electric Double Breastpump Bundle
U.P.: \$285.50

\$199



Booth B21 Little Bean Multi-Function Food Processor
U.P.: \$99.90

\$69.90

Booth H09 Obebe Baby Feeding Products/Gadgets

40% OFF



LUXURY BREASTFEEDING BUNDLE

Booth M13

- Medela Freestyle Double Breastpump
- Calma Teat
- Breastpump Bag
- Insulated Cooler Bag
- 4X150ml Bottles
- Cooling Element
- Handsfree Kit
- Isa Uchi Steriliser
- Isa Uchi Bottle Warmer
- MyBrestFriend Nursing Pillow
- 4MOMS Bounceroo

U.P.: \$1379.20

\$899



Booth M13 Klinde Twist Starter Kit + Funnel
U.P.: \$79.80

\$55.90



STAR DEALS

Booth H09
Bright Starts
Vibrating Safari Bouncer
U.P: \$79.90
\$39.90

Booth D32
Baby Play Mat
U.P: \$17.90
\$8.50

Booth A13
Classens' Kids
2in1 Carrier + Diaper Bag
U.P: \$199
\$69

Booth D17
Pognae
No.5 Hip Seat Carrier + FREE Gifts
U.P: \$288
\$195

Booth H09
Safety1st
Uni-T Baby Carrier
U.P: \$89.90
\$49

Booth C25
Pupsk
Adjustable Sling
U.P: \$69.90
\$49.90

Booth H09
Safety1st
Mimoso Carrier
U.P: \$59
\$29

Booth H17
FlUp Baby Wrap Mesh Carrier
U.P: \$129
\$88

Booth C21
Sinbii V2.5
Deluxe Hipseat Carrier
U.P: \$220.80
\$130

Booth E25
Hana Baby Wrap Organic
U.P: \$95
\$59

Booth M30
Bebear Hip Seat Carrier
U.P: \$160
\$60

Booth H17
Tonga Mesh Baby Sling
U.P: \$70
\$45

Booth C21
Amazonas Smart Baby Carrier + FREE Drool Pads
U.P: \$179.90
\$149

Booth H33
Kokadi Mr Wunderland Flip Carrier
U.P: \$279
\$239

Booth M30
Bebear Baby Sling 360 Carrier
U.P: \$109
\$30

Booth K01
Parklon Winnie The Pooh Bumper Playmat
U.P: \$220
\$170

Booth C21
Rose & Rebellion Baby Carrier FREE Drool Pads
U.P: \$189
\$148

Booth A01
Shears Baby Playgym
U.P: \$69
\$39

Booth A09
Baby Activity Playgym
U.P: \$69.90
\$29.90

Booth F21
Cuddle Baby 5 in 1 Multi-Functional Hipseat Carrier
U.P: \$169.90
\$59.90

Booth H09
Ingenuity ConvertMe Swing2Seat
U.P: \$269
\$179

Booth A01
Shears Bouncer
U.P: \$89
\$39

Booth B09
Cosatto Easi Peasi Changer
U.P: \$389
\$289

Booth H21
Taf Toys 4 Seasons Mat
U.P: \$74.90
\$52.90

Booth B01
Little Tikes Lawn Mover Baby Pusher
U.P: \$59
\$28

Booth K01
Parklon PE Folding Mat
U.P: \$90
\$60

Booth A01
Cradling Bouncers
U.P: \$139
\$79

Booth G01
Graco Lovin'Hug Plug In Swing
U.P: \$399
\$239

Booth H09
Bright Starts Tummy Cruiser Prop & Play Mat
U.P: \$59.90
\$39.90

Booth H09
Safety1st 2in1 Happy Step Mobile Walker
U.P: \$169
\$99

Booth K31
Korean Rubber Playmat
U.P: \$176
\$99

Booth A09
Thomas The Train Indoor Play Tent
U.P: \$99.90
\$49.90

Booth H09
Ingenuity Automatic Bouncer
U.P: \$199
\$119

Booth B01
Joie Dream Rocker
U.P: \$189
\$79

Booth H09
Ingenuity 2in1 Baby Seat
U.P: \$119
\$79.90

Booth D17
Dwinguler Busy Farm Playmat
U.P: \$225
\$160

Booth M17
4moms MamaRoo FREE Inserts
U.P: \$669
\$499

Booth H09
Bright Starts Rhythm of the Reef Playgym
U.P: \$169
\$119

Booth K41
3 Wheel Scooter
U.P: \$89
\$40

Booth B01
Little Tikes Cozy Walker
U.P: \$229
\$129

Booth H09
Bright Starts 3in1 Step & Ride Lion
U.P: \$139
\$79

Booth B09
Bumble Bum Inflatable Booster Seat
U.P: \$99.90
\$69.90

Booth B09
Happy Hopperz
U.P: \$69.90
\$39.90

Booth H09
Bright Starts Explore & Roar Activity Jumper
U.P: \$299
\$199

Booth A13
Joovy Bicycoco BMX Balance Bike
U.P: \$288
\$109

Booth C23
Helmess Baby Gym Trainer
U.P: \$149.90
\$99.90

Booth E21
GB Puzzle Mat FREE DIY Vehicle
U.P: \$35.90
\$29.90

Booth B21
Little Bean 3in1 Baby Walker
U.P: \$159.90
\$119.90



STAR DEALS

Booth D01
Disney SoftPals
 Night Light
 U.P.: \$249
BUY 1 FREE 1

Booth B23
Vtech Sit to Stand Learning Walker
 U.P.: \$89.90
\$68

Booth E01
Zana Putti 2in1 Stroller
 U.P.: \$599
\$199

Booth C32
Le Petit Society Chic 2 pc Outfit
 U.P.: \$45
\$22

Booth E01
Cutie Beetle Baby Buggy
 U.P.: \$99
\$59

Booth J13
Multipurpose Diaper Bag
 From Bag to Booster seat to Changing Station
 U.P.: \$109
\$69

Booth E01
FisherPrice Charm Plus Trike
 U.P.: \$219
\$99

Booth D09
BabySafe Natural Latex Pillow + 2 Cases
 U.P.: \$39-\$64.30
\$27-45

Booth A41
Soft Cushion PVC Playmat
 U.P.: \$229
\$159

Booth E01
PUKU Playmat
 U.P.: \$129
2 For \$89

Booth B23
KidiActive 2in1 Skipping Rope
 U.P.: \$39.90
\$10

Booth F21
BabyToon Baby Hooded Towel (3 pc Pack)
 U.P.: \$39.90
\$19.90

Booth F21
MealTime Bundle Roll Up Bib + Food Masher + Silicone Spoon
 U.P.: \$57.80
\$25.90

Booth A01
Shears Baby Carseat
 U.P.: \$269
\$99

Booth C13
SeeBaby T12 Tandem Stroller
 U.P.: \$299
\$179

Booth H09
PURA Bottle Newborn Set
 U.P.: \$84.80
\$62

Booth M17
Babyhome On Four Bouncer
 U.P.: \$219
\$119

Booth H21
Edu-Play Playzone + Giraffe Slide
 U.P.: \$338
\$219

Booth E13
Caboo DX Hybrid Carrier
 U.P.: \$199.90
\$129.90

Booth M13
MyBrestFriend Nursing Pillow
 U.P.: \$81.40
\$69.90

Booth M17
Babyhome Taste Highchair
 U.P.: \$249
\$159

Booth D17
Pognae Orga Plus New Launch
 U.P.: \$318
\$210

Booth D23
Baby/Kids BathTub New Launch
 U.P.: \$119
\$48

Booth M17
Babyhome 3in1 DreamCot
 U.P.: \$499
\$299

Booth A41
Korea Premium PVC Playmat 2000X1400X15mm
 U.P.: \$329
\$189

Booth A35
Tommee Tippee Pesu Bottle (5oz)
 U.P.: \$24.90
\$12.45

Booth D09
Mustela Stretch Mark Preventor Cream + Oil
 U.P.: \$84.50
\$58

Booth G32
LEC Eco Lid + Wet Wipe 99.9% Pure Water
 U.P.: \$29.70
2 For \$20

Booth M24
Mima Stroller
 U.P.: \$1774
\$709

Booth M17
4MOMS HighChair with Magnetic Tray
 U.P.: \$699
\$599

Booth F01
Graco LX Comfort converts to booster
 U.P.: \$229
\$159

Booth F17
Smart Trike 4in1 Trike Award winning!
 U.P.: \$329
\$199

Booth A17
Swimtrainer Classic Baby Float
 U.P.: \$59.90
\$34.90

Booth H17
Rotho Bathing Bundle Bath Tub + Bath Seat + Bath Stand
 U.P.: \$200.20
\$130

Booth E25
Danilin Dustmite Repellent 2 Pack Set
 U.P.: \$61
\$39

Booth M13
Kinde Foodii Starter Kit + Refill Pouches
 U.P.: \$61.80
\$39.90

Booth H29
Mummy Bag
 U.P.: \$26.90
BUY 1 FREE 1

Booth B09
Natrasan First Aid Spray
 U.P.: \$39.80
2 For \$29

Booth H29
Centre Opening Nursing Blouse
 U.P.: \$49
\$29

Booth B01
Little Tikes Discover & Learn Activity Center
 U.P.: \$249
\$139

Booth D32
Eva Foam Floor Mat (10 pcs pack)
 U.P.: \$4.80
2 For \$6

Booth D32
Foldable Storage Box
 U.P.: \$17.90
2 For \$18

Booth E25
Bebe Bamboo Sanitary Brief
 U.P.: \$21.90
3 For \$35

Booth H17
Zoli Nasal Aspirator
 U.P.: \$90
\$65

Booth A03
Happy Blossom Diapers (Korea) Carton Deal
 U.P.: \$92
\$60

Booth B31
Quick & Easy Mini Theme Shoot
 U.P.: \$750
\$199

Booth C23
PINTOY Tabletop Easel
 U.P.: \$89.90
\$59.90

Booth J31
Pret-a-Pregger Luxe Comfort Nursing Bra
 U.P.: \$90
\$29

Booth A11
No Rinse Shampoo/Body Foam
 U.P.: \$15
50% 2nd piece

Booth A03
Sinchies Reusable Food Pouches (5 pc Pack)
 U.P.: \$19.90
\$5

Booth B31
Quick & Easy Mini Theme Shoot
 U.P.: \$750
\$199

Booth A11
Annee Matthew Nursing Cover
 U.P.: \$29
\$18

Booth K41
Early Development Baby Toys
 U.P.: \$13.90
\$6

Booth F33
Pureen Kids Toothpaste
 U.P.: \$6
\$2.20

Booth F31
Sureln Probiotic
 U.P.: \$65
\$35

Booth G13
Heinz Baby Food Daily Surprise Deal

Booth M29
K's Kids Learn to Talk Wayne Doll
 U.P.: \$64.90
\$33

Booth E29
Jean Yip Beauty Care + FREE Gift
 U.P.: \$522
\$18



STAR DEALS

Booth F21

Baby Toon
MultiFunction
Nursing Pillow
U.P: \$59.90
\$39.90



Booth E31

Arabelle
Dress Set
50% OFF
\$49.90



Booth A35

Charlie Banana
Diapers + inserts
+ Leg Warmer
U.P: \$138.60
\$49.90



Booth A09

Baby Sleeping Bag
U.P: \$49
\$29.90



Booth A17

Snooze Baby
Multipurpose
Feeding Pillow
U.P: \$99.90
\$59.90



Booth F01
Baby Step
Bedding Set
U.P: \$169
\$99



Booth G09
Hopo 3in1
Multi Support
Maternity Pillow
U.P: \$169
\$99



Booth A01
Naturale
U Shape
Maternity
Pillow
U.P: \$139
\$79



Booth D09
BabySafe
Waterproof
Mattress Protector
U.P: \$75.90
\$36

Booth C30
Mimos Flathead Prevention
Baby Pillow
U.P: \$166
\$110

Booth A01
Nursing Pillow
U.P: \$59
\$25



Booth H09
Cheeky Bon Bon
Portable Mattress
U.P: \$55.90
\$35.90



Booth B29
Raf Raf
Training Pants
U.P: \$39.80
2 For \$20



Booth E25
Paci Holders
U.P: \$13
\$7



Booth F01
Baby Step
3 in 1 Pillow &
Bolsters Set
U.P: \$39.90
\$19.90



Booth K41
Training Pants
U.P: \$13.90
3 For \$10



Booth D01
Bundle Set
Puku Pillows &
Bolster Set +
Philips Avent
Bottles X 4
U.P: \$69.70
\$30



Booth C25
WonderPillow
Pregnancy
+ Maternity
Pillow
U.P: \$149.90
\$99.90



Booth F21
Portable
Baby Diaper
Changing Mat
U.P: \$38.90
\$17.90



Booth J21
Baby Cot Bumper
U.P: \$79.90
\$59.90



Booth K41
Baby SwimWear
U.P: \$32.90
\$15



Booth A01
4pcs Bedding Set
U.P: \$169
\$79

Booth E25
Bebe Bamboo
Fitted Crib Sheet
U.P: \$35
2 For \$38



Booth H22
SimplyLife
Envelope
Baby Romper
U.P: \$19.95
\$10

Booth A35
GuavaMits
Baby Mittens
(2pack)
U.P: \$33.90
\$12.90



Booth K41
Baby's 2pc Set
U.P: \$12.90
\$6



Booth C13
Stroller Organiser
U.P: \$19.90
\$10



Booth C13
Honeycomb
Muslin Towel
U.P: \$15.90
\$6



Booth K41
Baby Blanket
U.P: \$19
\$8

Booth A29
Minky Taggie Blanket
U.P: \$47.80
2 For \$33



Booth C13
Swaddler
U.P: \$29.90
\$10

Booth C13
Wet Bags
U.P: \$9.90
3 For \$10



Booth A17
Sophie La Girafe
Swaddle (2pc)
U.P: \$69.90
\$39.90



Booth H17
Attipas Shoes
U.P: \$29.90
Buy 1 Free 1

Booth D09
BabySafe
Latex Mattress
U.P: \$185
\$129.50



Booth F21
Babytoon
2in1 Blanket
+ Plush Cushion
U.P: \$28.90
\$16.90



Booth H17
Baa Baa Sheepz
Bamboo Blanket
U.P: \$39
\$39 for 2



Booth A27
FRODDO
Prewalker Shoes
+ FREE Vouchers
U.P: \$62
\$46



Booth A31
Shining Girl
Top+Bottom
U.P: \$12.90
2 For \$14

Booth H17
MooMooKow
Bamboo Diaper
Free 4 inserts
U.P: \$70
2 For \$49



Booth E25
Bebe Bamboo
Snap Waist
Pyjamas 3 pcs Set
U.P: \$117
\$60

Booth C25
DreamFoam
Infant + Toddler
Pillow + Cover Set
U.P: \$68.70
\$34.90



Booth H17
MooMooKow
Changing Pad
U.P: \$34
2 For \$30



Booth K13
Little Fairy
Collection
Dresses
U.P: \$29.90
2 For \$20



Booth H09
Cheeky Bon Bon
9 Pc Crib Set
U.P: \$129
\$79.90

Booth E25
Woombie 2 Pcs Bundle
U.P: \$103.80
\$68



Booth H17
Baa Baa Sheepz
Bamboo Pillow
+ 3 Bamboo Cases
U.P: \$37
\$19

Booth E21
Bubba Blue
Muslin Wrap +
3pc FaceWasher
U.P: \$47.90
\$34.90



Booth A09
Yookidoo
4pcs Layette
Gift Set
U.P: \$29.90
\$14.90



Booth E25
Bebe Bamboo
Miracle Shield
U.P: \$42.90
BUY 1 FREE 1



Booth H22
Forever Friends
Non-Spill Sipper Cup
U.P: \$9.95
\$5

Booth A35
Aden+Anais
Nibble Snap
Bib (3 pc pack)
U.P: \$39.90
BUY 1 FREE 1



Booth A01
Latex Mattress
+ Waterproof Cover
U.P: \$288
\$149



Booth B29
Baby Dash Cloth
Diaper Set of 3
U.P: \$59.70
\$29.90 for 3



FREE
Eco-Bamboo
Diaper Liner
100 Sheets



STAR DEALS

Booth A11
Annee Matthew
Seamless Bra
U.P: \$39.90
**BUY 1
FREE 1**



Booth F31
Magic Container
Free Cartoon Bag
U.P: \$79.90
\$39.90

Booth F09
Simba
UV Steriliser
U.P: \$399
\$289

Booth B33
Travel Silicone Placemat
+ Fork & Spoon Set
U.P: \$39
\$18



Booth G24
Maternity
Apparel
U.P: \$49
\$15

Booth J29
ShrinkXBelly
U.P: \$79.90
\$55.90



Booth A29
Baby Safety
Nail Clipper
U.P: \$25.90
\$18.90



Booth D01
Philips Avent Monitor Bundle
- DECT Baby Monitor
- PUKU Clip-on-Fan
- Pillow & Bolster Set
U.P: \$151.80
\$50



Booth A17
SnoozeBaby
Comfy Bibs
U.P: \$19.90
**BUY 1
FREE 1**



Booth D09
Mustela Baby
Skincare Set
Free Gift
worth \$10
U.P: \$151.80
\$80



Booth E21
Farlin Forehead
& Ear Scan Digital
Thermometer
Free Baby Mask 2pk
U.P: \$89.90
\$69.90



Booth C25
Silly Billyz
Absorbent Bibs
U.P: \$14.90
**BUY 1
FREE 1**



Booth F22
Belly Hipster Wrap
+ Ginger Cream
U.P: \$78.80
\$61.90



Booth K41
Diaper Bag
U.P: \$79
\$18



Booth A29
Autumnz Bundle
Cooler Bag + Bottles (4 pcs)
Milk Storage Bags
+ Reusable Ice Packs
U.P: \$60.40
\$40.90



Booth F32
Perfection
Disposable
Feeding
Bottle
U.P: \$20.90
\$10



Booth A03
BabyOne BreastMilk
Storage Bag
U.P: \$39.90
\$30 For 2



Booth C24
PALMER'S
Skin Therapy Oil
(Rosehip)
U.P: \$39.90
\$19.90



Booth G32
Gudetama LEC Bundle
Wet Wipe Case, Eco Lid,
99.9% Water Wet Wipes
and 2x Value Pack
U.P: \$68.45
\$39.90



Booth K09
HIPP Organic Nursing
Tea (6 Packs)
U.P: \$69
\$46



Booth C21
Diaper Changing Mat
+ FREE Gift
U.P: \$29.90
\$15



Booth C30
Diaper Bag
Organiser
U.P: \$26.90
\$18



Booth A03
Organic Story Eco Herb
Baby Wipes
Carton (10pk)
U.P: \$31.90



Booth M30
Bath Tub
with Thermometer
U.P: \$90
\$50



Booth D31
Cottoncubs
Baby Skincare
Bundle
U.P: \$69.90
\$49



Booth C31
Glyderm
Stretch Mark
Cream
U.P: \$23.90
3 For \$43



Booth H29
3in1 Postpartum
Belly Support Set
U.P: \$39.90
\$29.90



Booth A01
Sleeping
Bag
U.P: \$45
\$20



Booth B01
Baby
Onesies
3 For
\$49.50



Booth K27
Life-do Baby
Wet Wipes
99% Water
U.P: \$18.90
\$6.90



Booth A09
2in1 Diaper Bag
& Booster Seat
U.P: \$79.90
\$39.90



Booth A11
Annee Matthew
Seamless Maternity
Sport Yoga Bra
U.P: \$49.90
\$29.90



Booth A30
Foscam
IP Camera
U.P: \$159
\$119



Booth C25
Dream Mats
Absorbent Mattress
Protector
U.P: \$25.90
BUY 1 FREE 1



Booth H25
Beluga
Swim Diaper
U.P: \$32
\$18



Booth A24
California Baby Cream
(NEW) 4 oz
U.P: \$62.25
\$38.50



Booth B09
Mommy's Helper
Inflatable Bath Tub
U.P: \$36.90
\$25.90



Booth B30
Babiense Detergent
& Softener (refill)
with FREE Gifts
U.P: \$37
\$22.40



Booth B09
Seventh
Generation
Diaper
U.P: \$77.90
\$30 for 2



Booth H29
Maternity
Combo Set
U.P: \$88
\$59



Booth A03
Bamboo
Nursing Shawl
+ Cover
U.P: \$85.80
\$30



Booth F32
Milk Powder
Bag
U.P: \$29.70
\$18



Booth B09
Mommy's Helper
Inflatable Bath Tub
U.P: \$36.90
\$25.90



Booth B30
Babiense Detergent
& Softener (refill)
with FREE Gifts
U.P: \$37
\$22.40



Booth G24
Libby
Baby
Apparel
\$5



Booth H17
Zoli Buzz
Gentle Nail
Trimmer
U.P: \$70
\$40



Booth B09
Honey Suckle
BreastPump Bag
U.P: \$39.80
2 For \$29.90



Booth G09
Yijan
Baby
Hair
Clipper
U.P: \$54.90
\$29.90



Booth H17
BAMBO Nature
Baby Diaper
U.P: \$17.90 - \$24
**BUY 1
FREE 1**



Booth C21
SinBii
Premium
Diaper Bag
U.P: \$149.90
\$60



Booth F21
3 in 1 Wooden Easel
Learning Board
U.P: \$39.90
\$16.90



Booth G33
Bya Bya Baby Wet
Wipes
U.P: \$35/ctn
\$25/ctn



Booth H29
BabyLove Sin1
Bath Set
U.P: \$85
\$65



Booth A24
Innovative
Kids Book
Tower X10
U.P: \$35.90
\$24.90



Booth C21
Pororo Toys
up to
40% OFF





STAR DEALS

Diaper & Milk Powder Super Offer!



Baby Market Management Booth
Baby Market Crazy Bundle Deal
 - Isa Uchi Steriliser
 - Isa Uchi Warmer
 - Caboo DX Plus
 - Handsfree Kit
 U.P.: \$442
\$1
Only with every purchase of Medela Freestyle BreastPump. *Not applicable with Freestyle bundle.

Booth M21
NiceBaby
 QQ+ Stroller
 (newborn - 36mth)
 U.P.: \$89
\$49

Booth A01
Shears
 HighChair
 U.P.: \$159
\$99

Booth D23
Foldable Baby
 HighChair
 U.P.: \$199
\$99

Booth J29
Fedora S7
 Easy Folding
 U.P.: \$799
\$499

Booth M30
Ganen SSM
 Booster Seat
 U.P.: \$39.90
\$22

Booth H09
Cheeky Bon Bon
 2 Bolsters
 + Pillow Set
 U.P.: \$15.90
\$8.90

Booth E30
Funny Paper
 Furnitures
OFFER + FREE GIFT

Booth B32
Baby Romper
 5 Pc Set
 U.P.: \$20
2 For \$28

Booth E23
AirTamer
 Travel Air Purifier
 (2 Pc Bundle)
 U.P.: \$270
\$200

Booth K31
5 Layer Pool
 U.P.: \$158
\$68

Booth A21
Little Zebra
 Playpen +
 Latex Mattress
 + Flat Pillow
 U.P.: \$297.80
\$219

Booth A13
G Diaper
 2 pc Cloth Diaper
 + Inserts
 U.P.: \$90
\$59

Booth A22
JumpEatCry
 Nursing Dress
 U.P.: \$37
\$22

Booth H29
Milk Bottle Thermal
 Insulation Bag
 U.P.: \$15.90
\$9.90

Booth A35
BrushBaby
 IDental Wipes
 U.P.: \$19.90
BUY 1 FREE 1

Booth K23
PrettyMums
 BreastMilk Bags
 with Thermal Sensor
 U.P.: \$39.90
3 For \$60

Booth H17
Cipu
 Diaper Bag
 U.P.: \$95-229
\$75-180

Booth M33
Classic Baby Box
 for babyneeds
 U.P.: \$329.90
\$180

Booth A17
Cheeky Chompers
 Comfortchew
 & Necker Chew
 U.P.: \$71.80
\$50

Booth K09
HIPP Organic
 Follow On
 Milk 2
 (2 Pack)
 U.P.: \$34.40
\$25 40% OFF

Booth A27
Puren
 Toilettes/
 Detergent/
 Wipes
 up to
\$33.70

Booth J31
Superwoman BodyShaper
 Tummy
 Tucker Belt
 + Nursing Bra
 U.P.: \$90
\$50

Booth F31
Organic
 Kids Cookies
 Halal Certified
 U.P.: \$25.20
\$18

Booth K05
BlackMores Kids
 Mineral Minds
 U.P.: \$25
\$10

Booth A27
Life Space
 Pregnancy
 Probiotic
 (Breastfeeding)
 U.P.: \$49.50
\$35

Booth C25
Mon Petit
 Jardin
 Bamboo
 Nursing Poncho
 U.P.: \$39.90
Buy 1 Free 1

Booth A27
Lucas' Papaw
 Ointment for
 Skin (2 Pc)
 U.P.: \$25.80
\$15.50

Booth F22
Sacred
 Nursing Tea
 (3 Packs)
 U.P.: \$114
\$99

Booth H17
MooMooKow
 Swim Diaper
 Reusable!
 U.P.: \$19
\$20 For 2

Booth K39
Wel.B
 Yogurt Melts
 U.P.: \$5.90
3 For \$10

Booth B09
Cookie4Milk
 Freshly Baked
 Lactation Cookies
 U.P.: \$35.90
\$110 For 4

Booth A24
MasterKidz
 Balance Scooter
 U.P.: \$162.90
\$99.90

Booth K39
Nu Snacks Chewy Fruit
 (5 Packs)
 U.P.: \$10
\$5

Booth K23
Happi Tummi
 Colic Relief
 Waist Band
 U.P.: \$30.90
\$23.90

Booth B29
Luvion Baby videoMonitor
 U.P.: \$599
\$399

Booth H09
Obebe Food
 Dispenser Spoon
 U.P.: \$17.90
\$9.90

Booth B09
Cookie4Milk
 Freshly Baked
 Lactation Cookies
 U.P.: \$35.90
\$110 For 4

Booth B09
Cookie4Milk
 Freshly Baked
 Lactation Cookies
 U.P.: \$35.90
\$110 For 4

Booth A24
MasterKidz
 Balance Scooter
 U.P.: \$162.90
\$99.90

Booth B33
Jelly Silli Beads
 Baby Teether
 U.P.: \$30
\$15

Booth B33
Jelly Silli Beads
 Baby Teether
 U.P.: \$30
\$15

Booth B33
Raf Raf Cloth Diaper 6pcs
 + FREE Pre-Walker Shoe
 U.P.: \$217.90
\$138

Booth E25
Confinement
 Bath & Body
 Cleanser (2pk)
 U.P.: \$50
\$39

Booth J31
Pret-a-Pregger
 Maternity Leggings
 U.P.: \$35-49
\$10-\$19

Booth J31
Pret-a-Pregger
 Maternity Leggings
 U.P.: \$35-49
\$10-\$19

Booth J31
Pret-a-Pregger
 Maternity Leggings
 U.P.: \$35-49
\$10-\$19



Enjoy even **GREATER BENEFITS** with Baby Market Coupon Booklet featuring thousands of dollars in savings!



BABY MARKET FAIR (29 APR - 1 MAY 2016, SINGAPORE EXPO HALL 4)

BabySafe Booth D09

2 Free cases

with every purchase of Newborn and Bambeanie Pillow



BONUS



Bebe Bamboo™ Booth E25

Bebe Bamboo



BUY 1 FREE 1 MIRACLE SHIELD BAMBOO QUILTED WATERPROOF MATTRESS PROTECTOR

This hypoallergenic, 100% waterproof mattress protector provides complete protection from spilled liquid, bedwetting, perspiration and stains. Anti dust mite and highly breathable.

*T&C Apply.

Bebe Bamboo™ Booth E25

Bebe Bamboo



BUY 1 FREE 1 BAMBOO MUSLIN SWADDLE (PACK OF 2)

The breathable fabric helps reduce the risk of overheating. Generous size makes swaddling easy. Fabric gets softer with every wash!

*T&C Apply.

GoBebe Booth E25



ENJOY 50% OFF CAR SEAT PROTECTOR

Protect your seats from spills, stains and scratches with this superior mat. The perfect auto accessory for families with young children, this seat mat works with car seat, boosters and on its own.

*T&C Apply.

Sophie & Friends (Sophie.sg) Booth A17

GET \$5 OFF ANY SWIMTRAINER PURCHASE

Teach your child to swim with the Original SWIMTRAINER Classic, the only swimming aid that puts your child in the swimming position.

*LIKE our fanpage fb.com/sophieandfriends and receive \$5 off any SWIMTRAINER purchase.



PlayYardandPlayMat.com.sg Booth A41

PlayYard PlayMat

ADDITIONAL \$40 OFF JUNI JUNE 4 SIDED DELUXE FABRIC PLAY YARD WITH PLAY

Possibly the BEST 'legless' fabric yard in the world!

*T&C Apply.



PlayYardandPlayMat.com.sg Booth A41

PlayYard PlayMat

ADDITIONAL \$10 OFF ALL LIVING CODI SOFT CUSHION PVC MATS

A better & safer PVC mat for your babies.

*T&C Apply.



Baby Market Coupon can only be used at Baby Market Fair, and shall be valid from 11:00:00 29 April 2016 and must be redeemed by 19:59:59 1 May 2016. Terms & Conditions Apply.

All information stated is correct at time of printing and subject to change without notice.

Terms & Conditions

- Coupon shall be valid from 11:00 29th of April 2016 and must be redeemed by 19:59:59 1st of May 2016, unless cancelled / terminated earlier in accordance with terms & conditions.
- A coupon may only be used once.
- Coupon carries no cash value and cannot be transferred, negotiated or sold and cannot be redeemed against cash.
- Coupon cannot be combined with any other coupons or any other offer or discount / promotion.
- User using coupon in any any manner shall be deemed to have read, understood & accepted these terms & conditions
- Baby Market is not responsible for any typographical error leading to an invalid Coupon.
- Baby Market reserves the right to discontinue a coupon at any time.

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Name:

Email:

Estimated date of delivery/child's birthday:

By submitting this form, you agree that Dynamic Resources Pte Ltd may collect, use and disclose your personal data in accordance with the Personal Data Protection Act 2012.

Terms & Conditions

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- A coupon may only be used once.
- Coupon carries no cash value and cannot be transferred, negotiated or sold and cannot be redeemed against cash.
- Coupon cannot be combined with any other coupons or any other offer or discount / promotion.
- User using coupon in any any manner shall be deemed to have read, understood & accepted these terms & conditions
- Baby Market is not responsible for any typographical error leading to an invalid Coupon.
- Baby Market reserves the right to discontinue a coupon at any time.

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Enjoy even
GREATER BENEFITS
 with Baby Market Coupon Booklet
 featuring thousands of dollars in savings!



BABY MARKET FAIR (29 APR - 1 MAY 2016, SINGAPORE EXPO HALL 4)

**Redmart
 Booth D33**

**10% OFF & FREE DELIVERY FOR FIRST TIME ORDERS
 WITH MINIMUM SPEND OF \$30
 WITH COUPON CODE "BMMAG16"**

10% off applicable to first-time orders placed by 31st May 2016. Applies to the first \$200 spent. Not applicable to milk formulas and OTC medicine. For full coupon code conditions, please visit <http://about.redmart.com/universal-regulations-for-coupon-codes>

redmart



**Redmart
 Booth D33**

**SAVE 20% WHEN YOU BUY ANY 6
 (HUGGIES/COMFORT/PERSIL PRODUCTS)
 & GET FREE ANIMAL SIPPY STRAW CUP***

*Products limited to participating Huggies, Comfort and Persil product. Refer to redmart.com for more information. Free gift (Animal Sippy Straw Cup) applicable to first 250 customers who purchase the bundle online at RedMart's booth during the fair from 29 Apr - 1 May.



**Baby And Kids
 Booth F31**

**MAGIC CONTAINER FOR MILK BOTTLE/
 PACIFIER/WATER BOTTLE/
 BREASTPUMP ACCESSORIES**

Cover lid prevents dust/dirt/flies! Easy to maintain and wash!
 Change layout according to your needs! FREE CARTON BAGS!

*T&C Apply



**Ashley Low Photography
 Booth D30**

**\$100 OFF FAMILY SHOOT
 + FREE FRAME U.P:\$250**

Shoot is up to 5 pax.

*T&C Apply



**Palmer's
 Booth C24**

**BUY 1 GET 1 @ \$29 U.P:\$65.80
 PALMER'S ORGANICS STRETCH MARK
 CREAM 125G**

FREE Travel Size 50ml (Worth \$7)

*T&C Apply



**Biolane
 Booth B24**

**50% OFF
 PURE H2O, DERMA PAEDIATRICS
 MICELLAR SOLUTION & CLEANSING
 EMULSION (750ML)**

*T&C Apply



**Biolane
 Booth B24**

**FREE
 CLEANSING EMULSION**

When you spend \$60 and above.

*While stocks last



**Babies Bellies
 Booth D25**

Babies Bellies

**JAVANESE PRE-NATAL
 MASSAGE \$39.90 U.P:\$60**

FREE Pre-natal massage upon signing of Post-Natal Package.

*This coupon is valid for 1st time customers ONLY



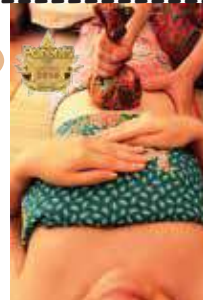
**AllTenTic Jamu Massage
 Booth F22**



**INSTANT CASH DISCOUNT
 FROM \$70 UP TO \$200 OFF PACKAGE
 (FREE GOODIE BAG FOR FIRST 60)**

Discover an Ancient Tradition Enhanced with Lactation Massage combining Heated Stone Therapy with our Signature Postnatal Jamu Massage

*T&C Apply



Baby Market Coupon can only be used at Baby Market Fair, and shall be valid from 11:00:00 29 April 2016 and must be redeemed by 19:59:59 1 May 2016. Terms & Conditions Apply.

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GREATER BENEFITS
 with Baby Market Coupon Booklet
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BABY MARKET FAIR (29 APR - 1 MAY 2016, SINGAPORE EXPO HALL 4)

**Medela
 Booth M13**

**MEDELA SWING MAXI
 \$399**

Limited to 1st 20 customers per day.

*T&C Apply.



**SmartTrike
 Booth F17**

**ADDITIONAL \$15 OFF
 \$199**

Smart Trike Zoo Cow Only.

*T&C Apply.



**Babyhome
 Booth M17**

**BABYHOME EMOTION
 \$299**

Limited to 1st 15 customers per day.

*T&C Apply.



**Recaro
 Booth F13**

**RECARO PERFORMANCE
 \$399 RIDE**

Limited to 1st 10 customers per day.

*T&C Apply.



**Jarrons & Co.
 Booth G17**



**GET A FREE HELMET*
 WITH ANY PURCHASE OF
 WHEELED TOYS ABOVE \$150**

*T&C Apply.



**Jarrons & Co.
 Booth G17**



**ENJOY 15% OFF
 ALL DOONA ACCESSORIES**

15% off all Doona Accessories during the fair.

*T&C Apply.



**Jarrons & Co.
 Booth B17**



**PURCHASE 6PCS
 BEDDING SET FOR \$80
 (ASSORTED DESIGNS)**

Assorted Bedding sets consists of: 1 x Fitted Sheet, 2 x Half Bumper, 1 x Comforter, 1 x Pillow (With separate casing), 1 x Bolster (With separate casing)

*T&C Apply.



**Pura
 Booth H09**



**PURA BOTTLE TRADE-IN
 \$5 OFF BELOW BUNDLE WITH
 TRADE-IN OF 1 BOTTLE**

\$169 - Baby, Mummy & Daddy Bundle, \$169 - Newborn, Mummy & Daddy Bundle, \$85 - Mini Bundle, \$62 - Newborn Bundle.

*T&C Apply.



**Ingenuity
 Booth H09**



**\$10 OFF INGENUITY
 CONVERTME SWING2SEAT
 STARBUY OF \$179**

*T&C Apply.



**Safety1st
 Booth H09**



**FREE PILLOW &
 2 BOLSTER SET
 WITH SAFETY1ST
 SOFT DREAM PLAYARD @ \$79**

*T&C Apply.



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**PUKU Singapore Pte Ltd
Booth E01**



**BUY PUKU A+
FREE PUKU FAN**

Limited to 50 customers with first come first serve.

*T&C Apply.

**PUKU Singapore Pte Ltd
Booth E01**



**PUKU BATH TUB
WITH STAND
WORTH \$89! FREE FIFFY DETERGENT.**

Limited to 50 customers with first come first serve.

*T&C Apply.

**PUKU Singapore Pte Ltd
Booth E01**



**PUKU HIGH CHAIR
WITH STAND
WORTH \$69! FREE MEALTIME SET**

Limited to 50 customers with first come first serve.

*T&C Apply.

**FIFFY
Booth M01**



**3 FOR \$20!
ANY FIFFY BASIC WEAR**

The best promotion for you

*T&C Apply.

**Philips Avent
Booth D01**



**AVENT BABY FOOD
STEAMER & BLENDER
BUNDLE WORTH \$209!**

Limited stock with first come first serve.

*T&C Apply.

**Philips Avent
Booth D01**



**AVENT 3-IN-1 ELECTRIC
STERILIZER & WARMER
BUNDLE WORTH \$188!**

Limited stock with first come first serve.

*T&C Apply.

**Baby Kingdom
Booth F01**



**\$399 GRACO SPREE
TRAVEL SYSTEM
(SEQUOIA) U.P.\$599**

Limited to 1st 20 customers per day.

*T&C Apply.

**Baby Kingdom
Booth F01**

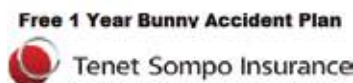


**ADDITIONAL \$10 OFF
GRACO PACK N PLAY REVERSIBLE
NAPPER & CHANGER
(FREE ANTIDUSTMITE MATTRESS)**

Limited to 1st 20 customers per day.

*T&C Apply.

**Innoplus Alliance Pte Ltd
Booth G09**



**GET 1 YEAR FREE TENET SOMPO
ACCIDENT PLAN FOR YOUR CHILD**

With PAJunior, be rest assured your child is protected at all times! covers accidental injuries but also 16 Specified Infectious Diseases including Dengue Fever, Measles as well as Hand Foot Mouth Disease.

*T&C Apply.

**Innoplus Alliance Pte Ltd
Booth G09**



**FREE KIDDY RELAX
PRO INFANT CARRIER
+ ADAPTER WITH EVERY PURCHASE
OF KIDDY CLICK N MOVE 3 (\$699)**

Limited to 1st 15 customers per day.

*T&C Apply.

**Moo Moo Kow
Booth H17**



\$5 CASH VOUCHER

Moo Moo Kow your reliable brands.

*Applicable for minimum purchase of \$80 Moo Moo Kow & friends items.
(Includes promotional items)
(only applicable for 1 voucher per transaction)

**SG Digital Lock
Booth A30**



**\$109 FOSCAM F19821P
U.P.\$159**

Features 1280 x 720p video resolution, h.264 video compression, built-in DVR via SD card (upto 32gb), two-way audio, wifi-N capability, pan/tilt, remote internet viewing, motion detection, night-vision as well as network video recording capability.

*T&C Apply.

asian

PARENTING SUMMIT

11 JUNE 2016, 9AM - 6PM

THE STAR THEATRE, THE STAR PERFORMING ARTS CENTRE

LARGEST PARENTING SUMMIT IN ASIA!



FEATURING GLOBAL PARENTING EXPERTS SPEAKING FOR THE 1ST TIME IN SINGAPORE:



Dr. Frans Plooij
Author of *The Wonder Weeks*

Dr. Frans Plooij has an incredible history in the field of child development. From 1971-73, he researched and discovered why babies are fussy at certain ages and how this fussiness is linked to 10 major developmental leaps. This breakthrough was named "possibly the biggest discovery in child psychology of this century." Together with his wife, they translated their knowledge into a book called *The Wonder Weeks*, which is a worldwide best seller that has transformed the lives of millions of new parents.



Dr. Ina May Gaskin
MA, CPM, PhD (Hon.)

Ina May Gaskin is founder and director of the Farm Midwifery Center, located near Summertown, Tennessee. Founded in 1971, Ms. Gaskin has personally attended more than 1200 births. She is also author of a number of books and her newest book, *Birth Matters: A Midwife's Manifesta*, was published in 2011. Renowned for her practice's exemplary results and low intervention rates, Ina May Gaskin has gained international notoriety for promoting natural birth. Come hear from her LIVE in Singapore, and renew your confidence in a woman's natural ability to birth.



PLUS!

- ★ Exclusive book-signing with the authors themselves!
- ★ 3 Dedicated Tracks to Address the Parenting Life Cycle!

PREGNANCY

Leading O&G Professionals from Parkway Health present on:

- Preparing your body for a natural delivery
- Recovery from delivery: Care for normal & C-sec procedures
- Fussy periods: What makes babies cry?



TODDLERHOOD

Hear from the top schools on:

- How to prevent the Terrible Twos
- How to raise a gifted child
- Which pedagogy suits your child



PRE-PRIMARY

Hear from premium schools on:

- How to prepare for primary education
- How to master Math
- How to be effectively bilingual



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