

smart products

Medibag

Dealing with an injured child who requires first-aid can be a stressful situation, both for the adult and the little patient. Medibag can make it easier. Designed for children and families, this is a kit that is compact, organized and equipped with not only the "basic" first-aid necessities but also products that address the needs of families like disposable forehead thermometers, kid-friendly bandages and ointments for a variety of childhood ailments such as bee stings, burns, bumps and bruises.



Frubi Shades

Frubi stands for FRame coverage, Ultra violet, Blue Light and Infrared. And while that all sounds totally technical, what it adds up to are cute, safe and protective shades for your little one that have an eye protection factor (EPF) of 99.5 out of 100, the highest in the sunglass industry. And why is it so important? The eye is at least 10 times more sensitive to the harmful sun's rays than the skin, and a baby's retina is 70 percent more exposed to UV than adults. Adding Frubi's to your baby's sun gear is one smart move.

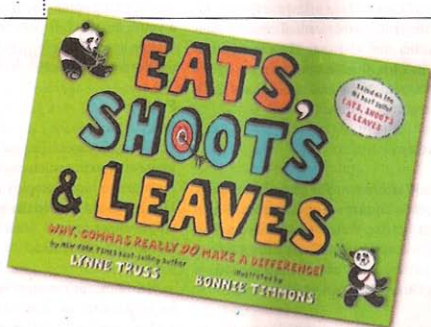


smart reads

Charlie and Lola: Snow is My Favorite and My Best

By Lauren Child

These fun and endearing siblings, who your child will know from their show on Playhouse Disney, are just as endearing in print. The weatherman has predicted snow, and Lola absolutely cannot wait. But when she says that she wants snow every day, her big brother Charlie explains why treats all the time just aren't as wonderful as Lola thinks.



Eats, Shoots & Leaves: Why, Commas Really Do Make a Difference!

By Lynne Truss

This illustrated version of the worldwide bestseller is a treat for children and adults. The book presents a playful way for parents to subtly introduce the nuances of punctuation to their children while addressing the epidemic of poor grammar, punctuation and written composition skills that is sweeping the country. The hilarious illustrations and light-hearted humor ensures that children won't notice or care that they are learning.