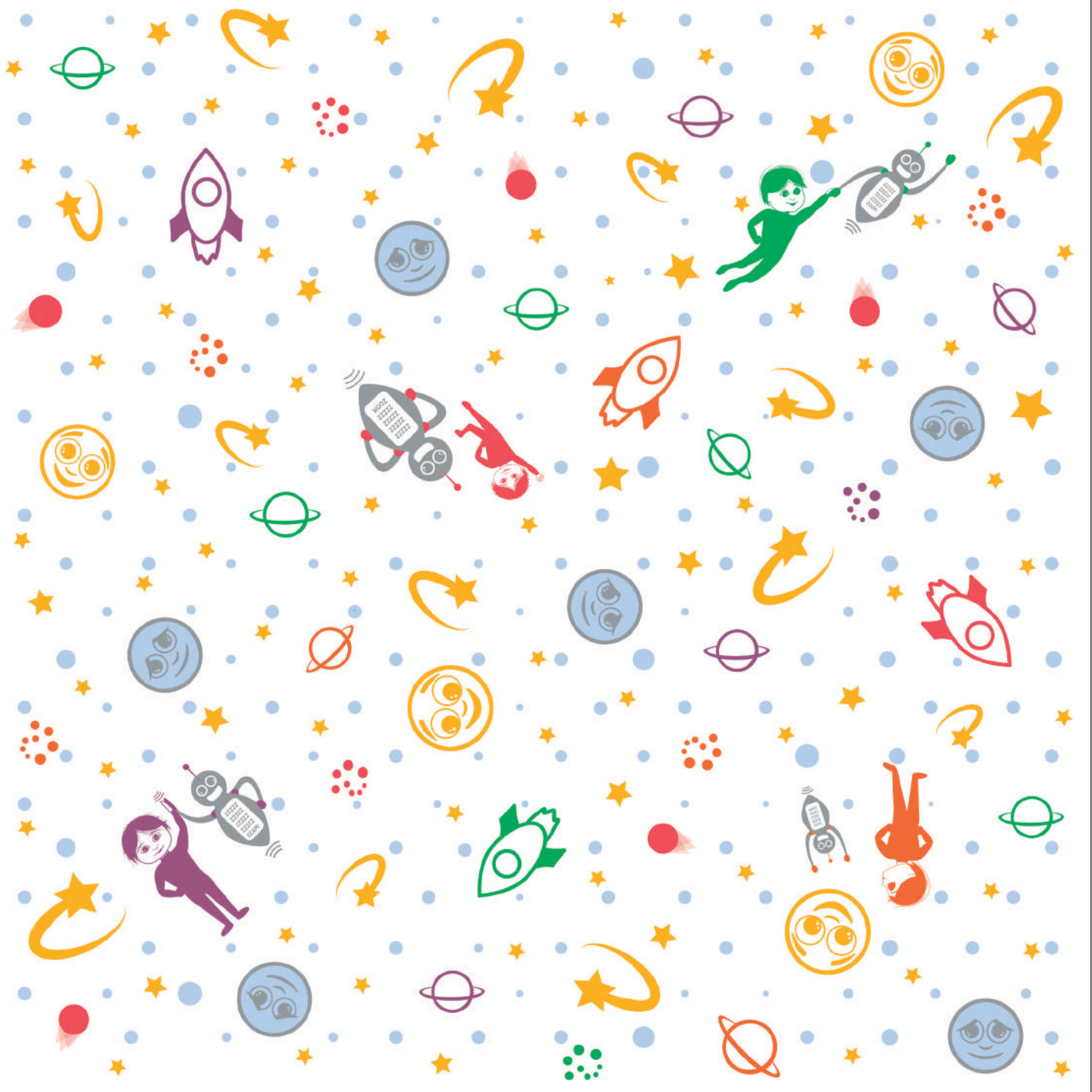


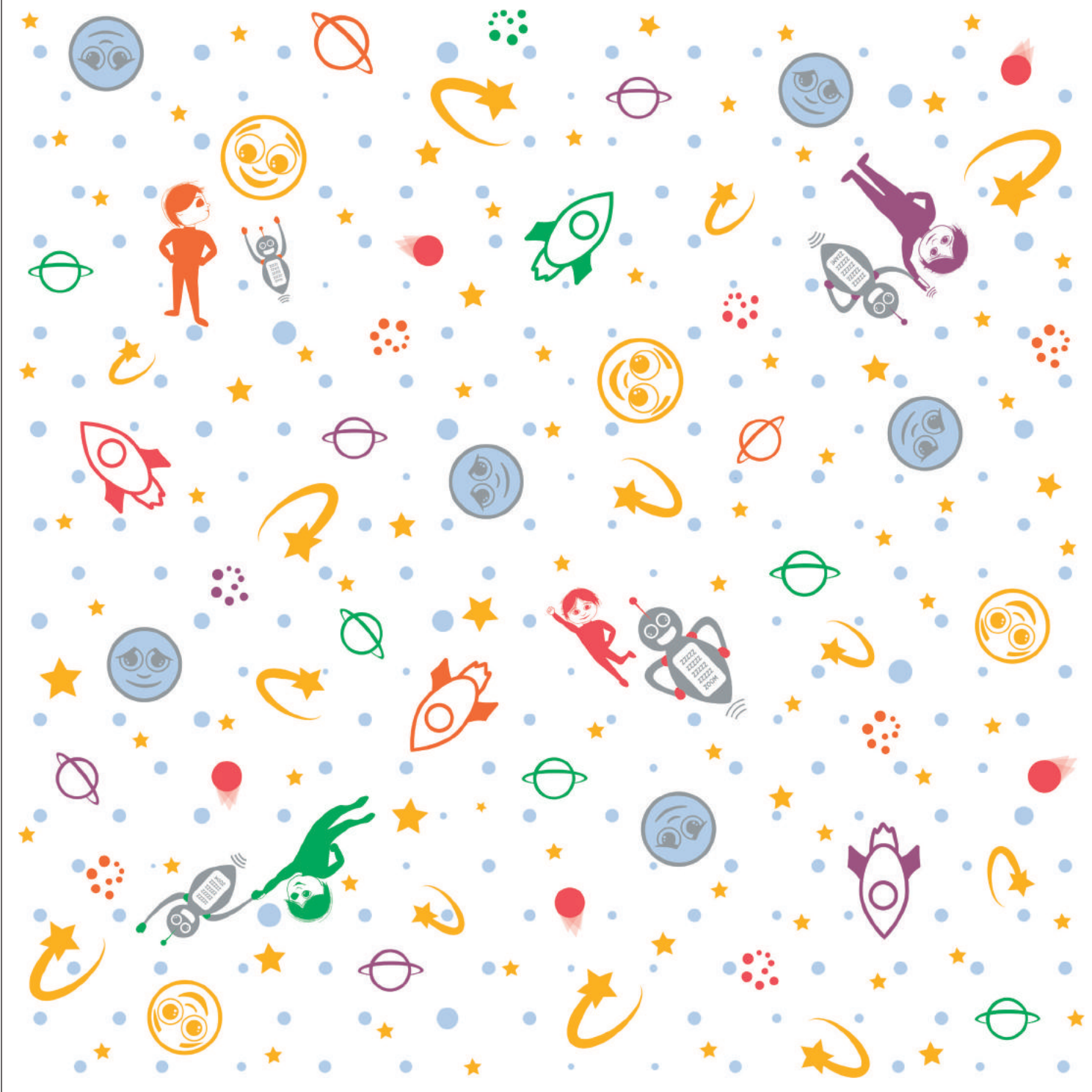


Search for a  
Smile in the

# MOON

• STORY BY MICHAEL HUBSMITH • DESIGN BY JILL KUCZMARSKI •





## PARENTS AND CAREGIVERS

When a delightful story is shared with an engaged listener, the seeds for miraculous outcomes are planted and the results are often transformative. Pairing SOOTHEMS bedtime books with our SOOTHEMS garments encourages children to establish a comforting routine to promote healing behaviors and end-of-day calmness, resulting in a more restful night's sleep for you and your little one.

## WHY SOOTHEMS

SOOTHEMS are the result of years of textile research with smart fabrics to improve the health of human skin and garment design development to solve fit and comfort challenges. SOOTHEMS are made from TEWLText™ smart fabric to help preserve skin moisture, reduce itching, control bacterial growth, and soothe the skin during the healing process. Our hope is to inspire your child to imagine their skin healing and feeling less itchy the moment they step into the “magical powers” of our SOOTHEMS garments. The “magic print” found on our TEWLText smart fabric products reacts to body temperature, causing some print color images to fade away right before your child's eyes — reinforcing healing imagery with visible change.

The fibers and raw materials including the special inks used for the print pattern have all individually been awarded the OEKO-TEX® Standard 100, product class 1 for baby articles - a certification process to ensure no harmful materials or chemicals have been used.

**TEWLText is a FDA Class 1 registered  
medical device, exempt status.**

## READING GUIDE

The SOOTHEMS reading guide helps children think about and talk through what they may be experiencing. The guide is also helpful for children that do not have skin troubles, to empathize with their friends who do.

## QUESTIONS TO ENCOURAGE DIALOG

1. Why do you think Scratch woke up feeling crabby, and why did it get worse throughout the day?
2. If you were friends with Scratch, what would you say (or do) to try and help make Scratch less crabby?
4. Think about the different seasons, and whether you or someone you know experiences allergies during a specific season. What happens to them during their “Blue Moon” season?
6. Why was it tough for Scratch to fall asleep at night?
8. Who did Scratch meet, and what emotion did this character not have an emoji for?
10. What did Scratch discover in space? Which moon did they find?
11. What disappeared on Scratch’s Soothems?
13. Many skin conditions, like eczema, psoriasis, dry skin, or allergies, are common issues many children (and adults!) have. Some children might worry that it’s contagious, even though it’s not! **What could you say to someone with skin troubles so they would know you understood?**

**MORE TIPS AT SOOTHEMS.COM**



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**MOON**

STORY BY MICHAEL HUBSMITH  
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DESIGN BY JILL KUCZMARSKI

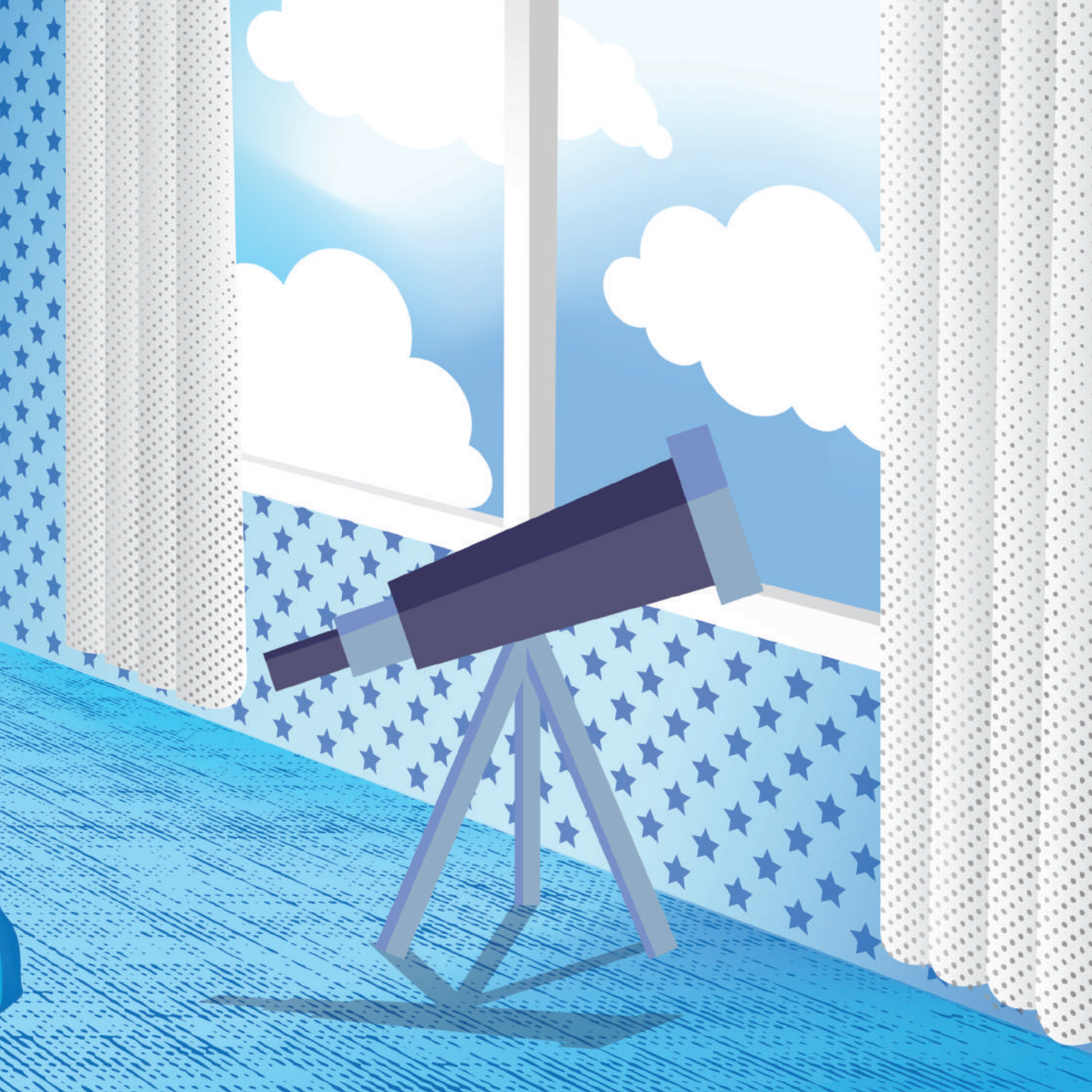


Scratch woke up feeling crabby—  
Didn't know what could possibly be the matter.

**Weird—nothing seemed wrong,**

Other than everything seemed wrong,  
And that made Scratch even madder.









**After breakfast, Scratch visited the zoo.**

**Scratch's family went, too.**

**The zoo smelled like animal poo,**

**And it was hot and humid and Scratch's skin**

**Became itchy, too.**

**Scratch knew this was getting weirder!**

**Although, this was not *exactly* new.**

On the way home, Scratch noticed the  
Flowers and trees were blooming.

Scratch sniffled and sneezed — Ah-choo!  
“Ugh,” thought Scratch.

**Allergies!**





Scratch's clothes began to itch and  
Scratch felt warm and uncomfortable.

"It's no wonder I'm crabby,"  
Thought Scratch with dread,  
As pollen swarmed, making  
Scratch's eyes watery and red.



Grandpa Fred said it was all due  
To Scratch's "Blue Moon" season.  
Scratch didn't know if it was really the reason,  
Maybe Grandpa Fred was just teasing,  
Which he often liked to do.

The blue moon season was when Scratch  
Itched all the time, and patches of Scratch's  
Skin turned blotchy and red.

The itchy feeling could stay for days or weeks,  
Sometimes in the summer, sometimes in the  
Winter and sometimes all the seasons.

Falling asleep at night was especially  
Tough with the prickles Scratch couldn't ditch.  
Mom put medicine on Scratch  
So Scratch's skin wouldn't feel rough and itch.

The medicine was like slime most of the time.  
The sticky goo was stinky and blue,  
It wasn't fun for Scratch or Scratch's mom,  
That much Scratch knew.

That night, Scratch was sleepless,  
Distracted by the idea of a blue moon  
And feeling itchy and hot.

**Scratch looked out the window.**

The moon began to rise—and it got  
**BIGGER,**  
And **BRIGHTER,**  
And the whole sky got lighter.

Scratch had never really seen a moon that was blue.  
Scratch thought, “Maybe it’s a clue?”  
Scratch looked closer and instead saw  
A happy **YELLOW** moon that came into view.

Was the blue moon hiding behind the yellow moon?  
Did the yellow moon somehow make  
The blue moon disappear?  
Scratch got ready for bed, putting on the  
New Soothems Mom had bought,  
While Scratch’s head buzzed with questions.





10, 9, 8, 7, 6, 5, 4, 3, 2, 1...



**Suddenly, Scratch had it!**

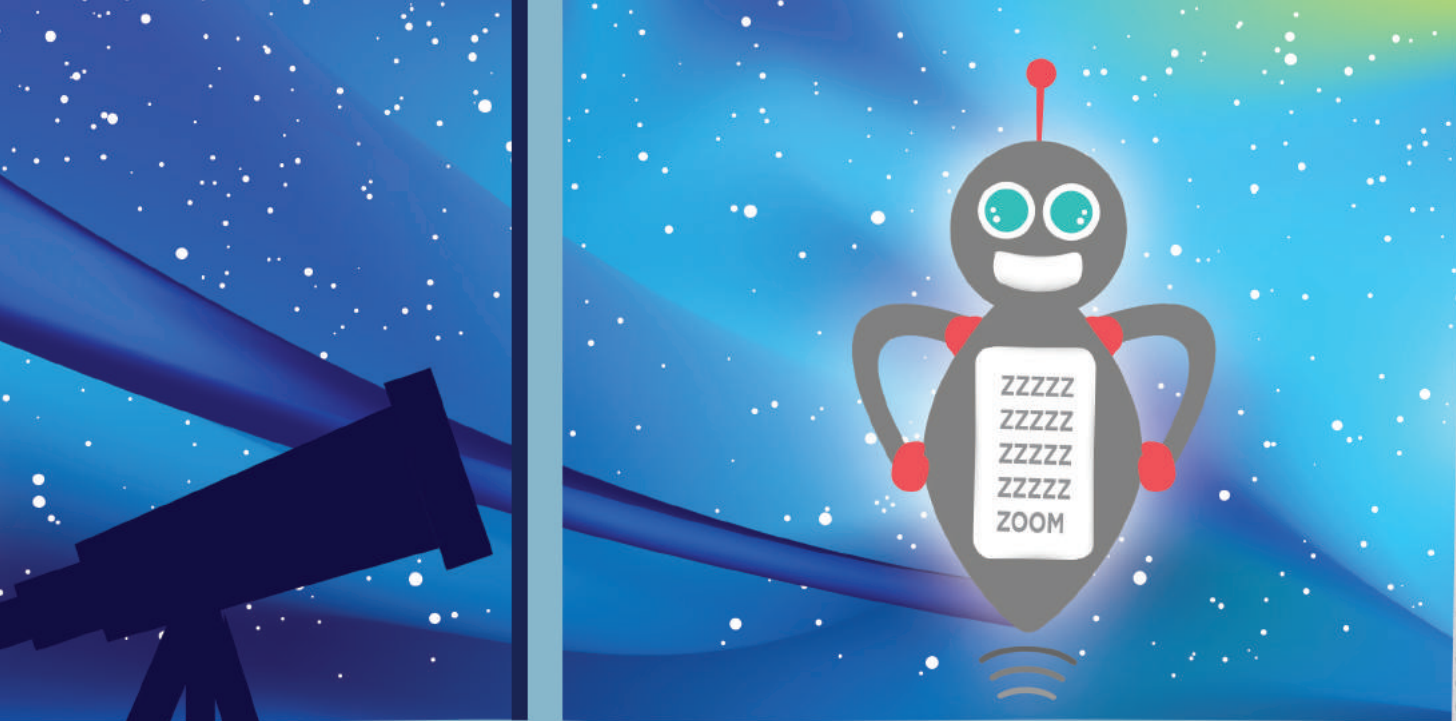
**It was time to go to outer space and visit  
The happy yellow moon and see what was  
Happening with the blue moon in person!**

**“But I’m just a kid. How will I get to the  
Moon?” Scratch asked. Then Scratch  
Remembered that Grandpa Fred always said,**

**“If you use your imagination, you can do  
Amazing things! Just close your eyes, open  
Your mind, count down from 10,**

**And you will find the places it brings!”  
Scratch fluffed the pillow, laid back, pulled  
Up the covers and then with eyes closed  
Started counting backward from 10...**





At first there was a disappointing nothing...

And then...

**CRACK!**

A flash of lightning lit up the night sky-

And Scratch saw a really cool robot that  
Could fly outside by the bedroom window!

A screen on the belly of the robot that could fly flashed,  
“Hello! I’m TEWLew, your emoji-bot buddy from space!”

With a “WOW,” Scratch said,

“Howdy TEWLew!”

TEWLew responded by giving Scratch

The waving 🖐️ hello hand emoji,

Followed by a thumbs 👍 up emoji!
















Scratch and TEWLew became friends right away  
And played a fun game where Scratch would say  
A word and TEWLew would respond by sharing  
An emoji — YAY!

Soon Scratch and TEWLew were high-fiving BFFs  
 and LOLing  like a couple of goofballs.


Having fun, Scratch said “Happy!” but TEWLew  
Just looked at Scratch with a confused face   
And flashed a question mark .






What? How could TEWLew have come from  
Space where the happy yellow moon lived   
And not have a happy emoji face  ?!



Scratch got worried and asked TEWLew,  
“Did the blue moon  affect TEWLew’s  
Happy face?”

Without a doubt, this seemed like something  
Scratch and TEWLew needed to go into space  
And find out!



TEWLew held out a robot hand, so Scratch grabbed hold  
And, like a shooting star , they flew off into the night sky,  
Climbing higher and higher.

As they traveled, the earth got smaller  and smaller   
And the moon grew bigger  and bigger ,  
And soon, right there in front of them was a great BIG  
Happy yellow moon .

TEWLew and Scratch circled the moon  three times  
Before the happy yellow moon  winked a signal at  
TEWLew, and the robot's belly started flashing smiling  
Emojis     GALORE!

Scratch pointed at TEWLew's belly and shouted "Woohoo!"



TEWLew smiled, looking over at Scratch's Soothems,  
And when Scratch saw what TEWLew was pointing at,  
Scratch hollered, "WOW!"

Magically, the blue moons 🌙 on Scratch's Soothems  
Were fading away! But how?

Both Scratch and TEWLew were now both smiling!

"Mission accomplished," Scratch said, smiling at TEWLew.

"We passed the yellow moon 🌕 test, so now we'd  
Better head home to get some rest."

They sped through space, as if in a race, to get back  
To Scratch's bedroom.



**“Good Morning!”**

When they got near, they could hear  
Scratch’s mom say, “Good morning.”

How could this be?

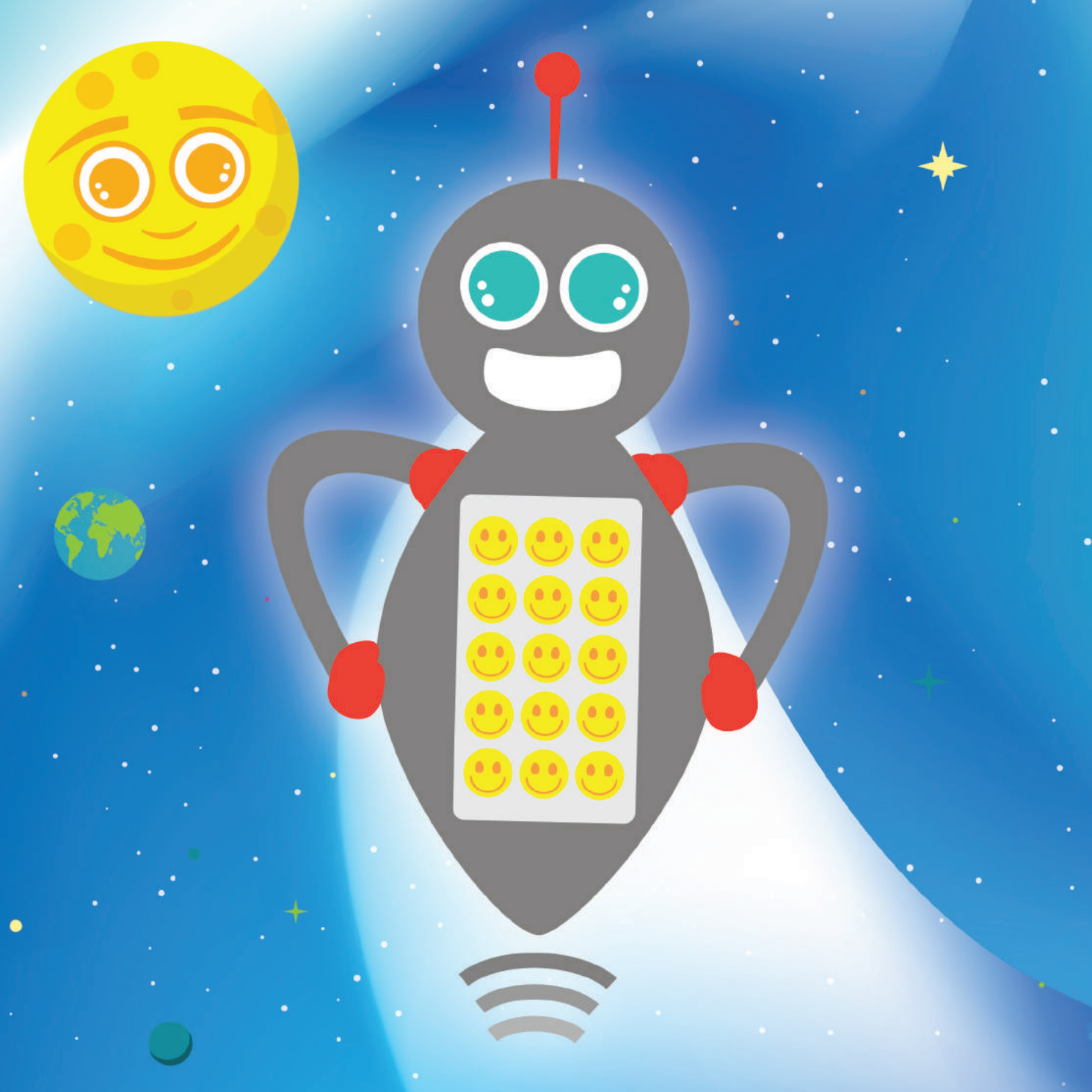
Was it all a dream?

What did it mean?

Scratch really wasn’t sure but checked  
The blue moons on the Soothems

**...and they were gone!**





Scratch's mom said, "I haven't  
Seen you smile like that before.

"You look like you're feeling better."

Scratch hopped out of bed and said,  
"Yes, I am ready for the best  
the day ever!"



**SOOTHEMS™ has been developed as a therapeutic treatment to help people with particularly sensitive skin, such as those suffering from Atopic Dermatitis, Eczema, Psoriasis and Neurodermatitis, Xerosis and other skin allergies.**

**SOOTHEMS garments are made from a proprietary fabric called TEWLTect™ which is registered with the Federal Drug Administration as a Class 1 medical device with an exempt status.**

**TEWLTect™ smart fabric can be used as an occlusive barrier wet or dry, with or without emollients and topical steroids as recommended by a medical professional.**

### **TEWLTect Smart Fabric Facts**

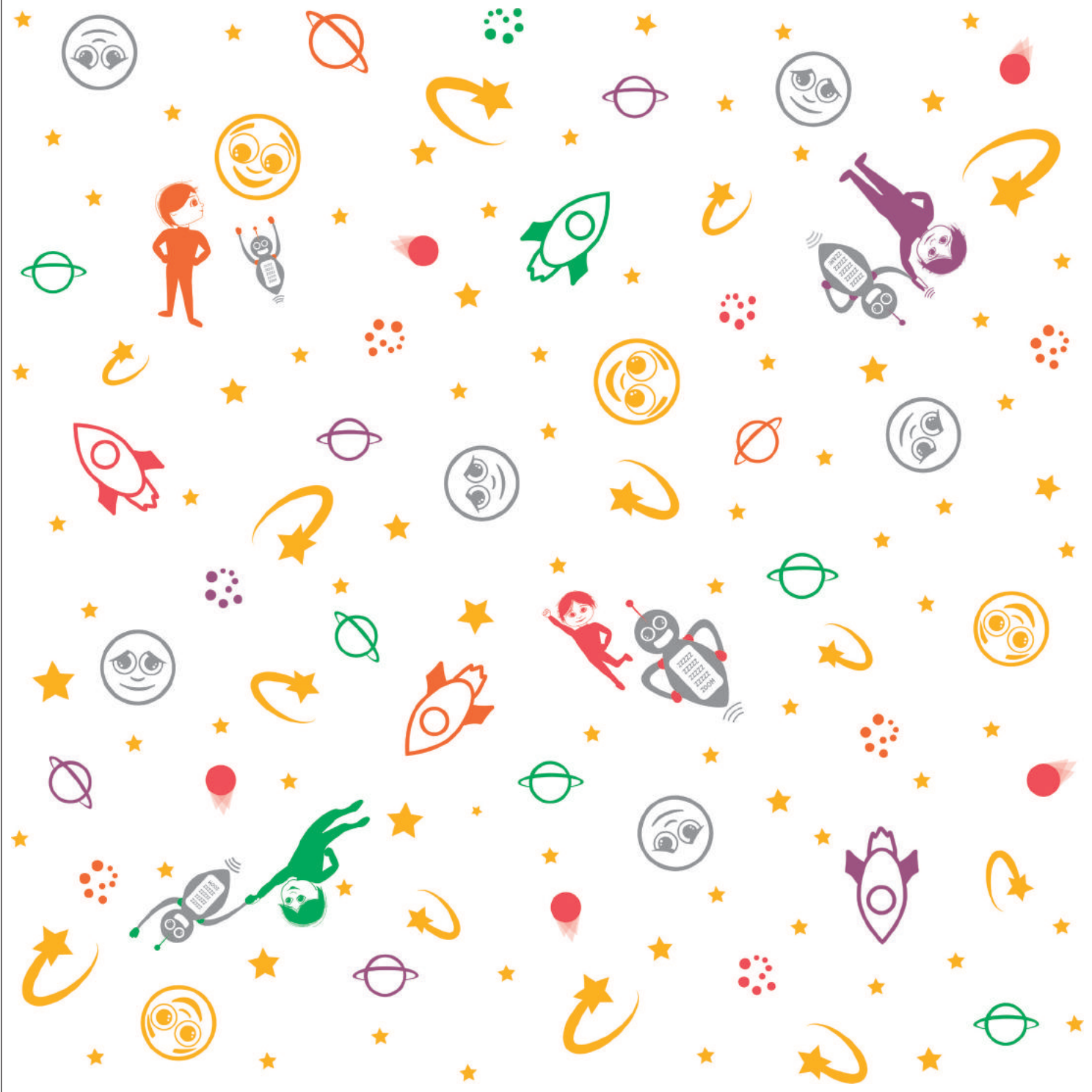
- **TEWLTect** is an environmentally sustainable blend of natural cellulosic polymer fibers that are encapsulated with Zinc Oxide: 60% **TENCEL®C** a lyocell fiber made from beech wood pulp embedded with the biopolymer **Chitosan**, that is permanently embedded inside the fiber, and 35% **TANBOOCEL®** viscose made from bamboo pulp, and 5% **Creora®** (latex free) spandex. **TENCEL®** is a trademark of Lenzing AG.
- **TEWLTect** fabric has been tested in an independent laboratory to ensure full compliance with the CPSIA and REACH requirements for hazardous materials and child safety.



- **TENCEL®C, TANBOOCEL® and Creora®** raw materials have each been awarded the **OEKO-TEX® Standard 100**, product class 1 for baby articles certification by TESTEX AG (Swiss Textile Testing Institute).
- **TEWLTect** offers maximum-wearing comfort because the yarns are soft, pliable, symmetrically rounded, smooth, breathable, and virtually friction-free to reduce chaffing.
- **TEWLTect's** fibers have hollow structures and are inherently thermo-regulating and boast clinically proven advantages for breathability and coolness compared to other fibers including cotton, polyester, nylon and silk. Breathability (airflow) increases the speed of healing. Heat can aggravate eczema, dermatitis and psoriasis and the wicking properties of **TEWLTect** fibers trap and release moisture providing a cool feeling that increases a pleasant sensation on the skin and can significantly reduce itching.
- **TENCEL®C** opens a new dimension in skin care beyond the benefits of regular **TENCEL®**. When directly in touch with the skin, the **TENCEL®C** fiber acts as a moisturizer and skin protector that keeps the skin elastic by reinforcing the skin's barrier by up to 50% and acts like a reservoir to preserve the skin's natural moisture and improve its protective function.
- **Chitosan** is hypoallergenic (it's a polysaccharide which will not aggravate people's fish allergies), is nontoxic and biodegradable and is approved by the FDA for dietary and medical uses.
- **Zinc Oxide (ZnO)**, is an inorganic mineral compound which is incorporated into the **TEWLTect™** fibers through an encapsulation process that can never wear out or wash off.
- **Zinc Oxide** is clinically proven to be a natural astringent, anti-inflammatory, soothing to the skin and even acts as a protective layer on the skin to lock moisture in to help relieve itchiness.

**Learn more, reach out and share at:**  
**[soothems.com](https://soothems.com)**





# Are you ready for take-off?

Join Scratch and Emojibot as they set out to solve the mystery of the blue moon.

SOOTHEMS books are written to be paired with our special fade-away fabric prints as a soothing bedtime ritual that work in tandem to both distract and calm children to sleep more soundly. A win for the whole family.

The magic print on SOOTHEMS pajamas reacts to body temperature and certain colors on the print will fade away before their eyes. This effect can be used to get a child to imagine how their skin is healing and that they are feeling better and less itchy.

[soothems.com](http://soothems.com)

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