



Winter 2008/9

A warm welcome!

We're thrilled to bring you the first edition of our Simply Kidz newsletter. It's been a busy birth here at SK™HQ and like most things it's taken a while to get organised!

Our aim is to keep you informed of up coming events and activities as well as let you know of any new services we're adding to the vast choices available today; **Baby Racing** and **Baby Reiki** to name but a few.

Whether you are a parent-in-waiting (come and join our **assisted conception social group**; Simply You), a parent-to-be (and visit us during your **Hypno-Birthing** or **NCT antenatal** classes or join us for our antenatal social group), a new parent (booking your

Baby Yoga, Babygrowz, Dads, Messy Play, Baby Massage, Weaning Workshop or **Medical Baby Massage** course) or an experienced parent (with our **Toddler Tai Chi** classes or **social** gatherings), Simply Kidz has so much to offer you.

Not only do we have regular classes and events scheduled, we also aim to ensure that being part of the Simply Kidz family continues to be financially beneficial to you too. Check out our exclusive discount card & let us know if you haven't yet received yours!

We'll point you in the direction of some funky products that have been tried and tested by us.

Let us have your feedback and ideas too—to help us get the best for you.

Don't forget to take advantage of our Park 'n' Shop service where we look after your little one whilst you shop, shop, shop!

Finally we wish you all a fabulous festive season and may all your dreams come true—we look forward to seeing you all in the New Year!

Love

Sandy & Emma



Sandy, Emma & Archie in Tianamen Square, China

Special points of interest:

- ☺ Claim your discount card and start saving £££s with offers exclusive to Simply Kidz
- ☺ Take a look at our uber cool products—we've tried and tested them and think they're great!
- ☺ Bookings are now being taken for our January / February scheduled classes & events
- ☺ Coming in the next issue : Other Simply services; schedules for March & April classes & events; more funky products

If you have a product or service that would be of interest to Simply Kidz family members, please contact us on info@simplykidz.co.uk

01733 315757
www.simplykidz.co.uk

Exclusive offers for you

Local businesses have endorsed their support of the Simply Kidz family by offering between 15–25% discount off appointments & treatments. This is fantastic news for us all. Feeling a little lack lustre from the IVF drugs, adoption or fostering processes? Blooming to the outside world, but feeling in need of some mid-pregnancy TLC? Overwhelmed by your new arrival and in need of some 'you' time? Then why not take advantage of our Discount Card!

Simply Kidz exclusive offers include :

15% off all Danielle's treatments at the lush **Garden Of Eden** studio

15% off all hair appointments Mon–Fri with all stylists (except Manny) at the fabulous **Headmasters** salon on Lincoln Road

15% off all acupuncture, medical massage treatments, Chinese herbs with **Phoenix Chinese Medical Centre** on Lincoln Road

25% off manicures and pedicures on-site at SK™HQ during December and January with **Potions** Potions and Phoenix are offering their treatments **on-site** at SK™HQ. Why not combine some 'you' time with the Simply Kidz **Park 'n' Pamper** service. Let us look after your little one while you relax with some TLC

Also—Arbonne are offering **10% discount** to all Simply Kidz customers. **Arbonne's Baby skincare** range are PH correct products based on natural herbs and botani-

IVF, Adoption & Fostering

Some of us come from a generation where we were told we could have it all—delay your family plans to forge your career they said. "you can choose when to start your family—you're in control" *they* said. Imagine then the shock that is in store for us 'old' mums (apparently over the age of 30 yrs!) when we're told IVF, egg/sperm donation, adoption or fostering is our only chance of starting our family.

The good news is that the postcode lottery that is IVF funding is coming to an end, especially here in Peter-

borough, who are to track closer to the NICE guidelines from February 2009. This means up to 3 fully funded IVF cycles (but still within a set criteria) - even if you have already started a family.

Topics such as the IVF funding criteria, clinic & IVF options, as well as classes such as Hypnosis for Fertility and stress busting yoga or IVF friendly nutritional workshops are part of the assisted conception social & support group; **Simply You.**

Simply You meet fortnightly for a group social class and then a natter over a cuppa and some biscuits where we exchange information, hopes, fears & dreams.

The group is small, informal, friendly and confidential. We have first hand experience of the many IVF routes, **International** and **Domestic Adoption** processes and local **Fostering.**

Find out what options are open to you to fulfilling your family dreams



Where there are options there is hope

Pregnancy & Information

We are delighted to announce that in February 2009 we will be starting our impartial pregnancy social group; Simply Bumps. Here valuable information and recounts of pregnancy stories will be exchanged over a cuppa (decaf or peppermint if you like!). We'll chat about the different antenatal classes out there—NHS, HypnoBirthing and NCT, as well as discuss the pro's and con's of

pregnancy yoga and other prenatal exercises. We'll provide you with a practical view on essential and 'nice to have' nursery and travel equipment. We'll explore the fears and myths of breast 'v' bottle feeding, maternity leave and your rights; what to expect during the first 3 months of your arrival, and much, much more. Simply Bumps classes are based on first hand experience,

little tips and 'secrets' passed from one good friend to another. A great class for getting to know other parents-to-be and for bonding on that incredible journey ahead of you.

Many antenatal classes are great for information about the birth—but do nothing to prepare you for the encompassing life change you are about to take

Baby's Development (in the womb onwards)

I was that paranoid expectant mum and the proud competitive mum. I can say that now, looking back over the last 2 years. One thing I don't regret though, is the investment I made into my little boy's development. Being told he was at high risk of 'anomalies' being an ICSI IVF baby, I was determined to give him the very best start in life. Through research 2 things were clear—baby's development of self and awareness starts in the



Babygrowz classes

womb and continues to be essential for the first few years of their life.

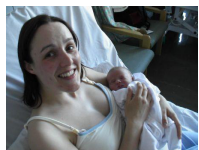
I invested in a BabyPlus which I dutifully strapped around my expanding tummy and let the rhythmic sounds wash over me. Hubby on the other hand, got down to the Salsa and Jungle beats! The difference it made to our newborn was evident in the first few days and weeks. Spurred on with excellent developmental results, we enrolled in the Babygrowz classes, giving me the

confidence to play simple games with my baby to stimulate his balance, reflexes and sense of self. We never looked back! Each Babygrowz class developed the games and stimulus for each stage of my baby's development. When dad and grandparents saw the results, they too came to the classes. I've stopped being paranoid & competitive, but still am very proud of our bright, confident little boy. My baby certainly did grow with Babygrowz.

Did u know a child can only learn to clap to a rhythm before age 7yrs?

“HippoBirthing” by Sarah Meredith (new mum)

Sarah Meredith (34) talks about the fantastic experience of the birth of their first child, Maia.



My husband Nick (40) and I didn't really discuss much about what the birth experience would be like, or what to expect. We obviously had some ideas and preconceptions formed from the birth stories of people we knew and from the things we had seen in the media. Nick had retrained to be a hypnotherapist at the time, and had been told about a course called HypnoBirthing which claimed to allow mothers and babies to experience exceptionally calm and comfortable births. I was still pretty sceptical of hypnosis at that stage. One day however, I found myself reading about HypnoBirthing on the web and I liked what it said. One of the things that appealed was that it wasn't really just about hypnosis; in fact that was a small part of it. I mentioned to Nick that I would like to give it a try. Nick said he was

amazed to see the transformation in me over the course. I certainly noticed this too. By the time we had finished the course all negative beliefs and fears had been completely replaced with positive anticipation and confidence and we had been taught a number of powerful breathing techniques to help us through the birth and to avoid the need for pain relief. It really was a transformation for us both, and it really united us ready for the birth experience. The very fact that we were both now very calm about the thought of birth made the biggest difference. We were very amused to find out that the surgery midwife had mistakenly written “Hippo” birthing on my maternity forms. I chuckled at this each time I saw it.

When the time came, I mentioned that I thought I was having Braxton-Hicks (or practice labour as we were taught to call it). Nick, despite serious resistance from me who felt I was still a long way off, decided to stay at home that evening, and it was a good thing that he did, because a

few hours later, we went off to the Peterborough Midwife Led Unit to find that I was 9cm dilated!!! This apparently happens a lot in HypnoBirthing births. I had used my breathing techniques (without really thinking) to get through the afternoon (in labour). Our midwife, Andrea, was brilliant and really respectful and supportive of our wishes to let me use my own and the baby's instincts to give birth naturally. Four and a half hours later, Maia was born, calmly and comfortably with no dramas, and importantly for us, with no medical intervention or pain relief, not even gas and air. I still regard this as one of the best moments of my life and I am looking forward to doing it again. We definitely will be going down the same route and are seriously considering a home birth this time.

Nick is so enthusiastic about the whole experience that he trained as a HypnoBirthing Practitioner and regularly runs courses for new and existing parents in the Peterborough region

Baby Yoga & Baby Massage with Hold-Me-Close

Baby Massage & Baby Yoga go hand-in-hand, nurturing babies' well-being and promoting healthy development. They are also fun & relaxing ways to calm your baby! **Baby Yoga** provides babies with physical and mental stimulation through gentle exercises and movements, rhythm and song. Classes are a great opportunity for

parents and babies to bond in a private, relaxed, yet lively atmosphere. Baby Yoga can also help soothe sleep problems and colic as well as enhancing babies muscular coordination and general development. Class also include Yoga exercises for mums.

Baby Massage enhances parent and baby bonding whilst creating a feeling

of well-being for babies through stimulating the release of endorphines. Through massage, symptoms of colic may be eased and babies may cry less. Massage is also a great way to soothe an upset baby as well as helping babies to sleep more soundly. Babies may also benefit from an enhanced immune system.

Messy Playtime!

Our Messy Play dates are proving to be extremely popular. The December classes are Christmas themed (naturally), with paint and glitter in abundance for decorating cards, tree decorations or just in the gloop or water park. Vegetable block painting and Christmas

cracker decorating is also on the agenda. Be sure to wear clothes you don't mind getting dirty! Whilst all the paint is non-toxic and washable, we know from first hand experience that gloop and pasta take ages to pick out of



What a mess!

socks! Snacks and drinks for babies, toddlers and adults alike is inclusive. This year we also have some air-dried clay for you to get your little one's hand or footprints immortalised in clay. You can also let your little one explore

Wonderbibs

Sales of Wonder Bibs from Mum 2 Mum are going from strength to strength as you mums try the bibs and recommend them to your friends. The bandana bib has proved to be a firm favourite (with us too!) and we have managed to chase off a global price increase, so they remain at £3.99 each or 3 for £10 exclusive offer if purchased via Simply Kidz.

The hooded towels, burp cloths and play 'n' change mats are also available to order in the same funky colours - check out the full range www.mum2mum.com

The burp cloth has been shortlisted as a finalist in the Best Breastfeeding category of this years Mother & Baby Awards.

Shortlisted products have all been tested by a panel of mums and have received top marks to reach this final stage

Little MissMatched

Looking to add a touch of vibrancy to cheer up those winter days? Look no further than the little MissMatched range of baby coveralls, vests, pyjamas, receiving blankets and those incredible socks. Little MissMatched comes unusually packaged in bright orange milk cartons, sweetie tubs or sweetie bags, in baby, toddler and adult sizes. It is all about fun—making them ideal presents for you or other family members. Take a look on their website and contact us for a discount www.littlemissmatched.co.uk

Paw Paw Ointment

Paw paw or the Papaya fruit is claimed to be one of the finest natural antiseptics in the world, apparently accelerating the cleaning of wounds. All we know is that we swear by it for most things pregnancy and baby related—soothing stretch marks & itchy skin, amazing results with nappy rash, fast relief to cracked or sore nipples, dry eczema, heat rash, chicken pox scars, boils, insect bites, etc. It is **100% natural**—it's edible and a little goes a long way! Made from fermented pawpaw fruit. Check out the range here at www.tropicalfruitworld.com.au Purchase 75ml tubs from Simply Kids only £9.99 each or 2 for £18

If you would like any further details or pricing on any of these ranges please contact us on info@simplykidz.co.uk 01733 315757

Mag Mag Cups

An educational drinking cup! By 8 months of age babies are ready to move on to the next developmental stage and drink as adults do. While using their tongues to extract milk from the breast is an inborn skill, drinking liquids with a straw requires closing of the lips, and creating negative pressure inside the mouth, a learned skill—these cups with inbuilt straws are fabulous and I was surprised how quickly my little one learned to use it (and now doesn't go anywhere without it!) check the cups out at www.pigeon.com.sg Simply Kidz have them on sale for £7.50 each or a bargain 2 for £12

Dads Only

Finally, our Simply Dads classes are here to stay! We have a regular slot and dedicated teachers ready to kick off the Christmas cobwebs and work out both Dad and Baby / Toddler from Sunday 11th January 2009.

Mums and Dads bring different, but equally valid, approaches to parenting : Mums are Nurturers. Dads are Encouragers—stressing the importance of independence and encouraging risk-taking behaviour.

These classes promise to be fun filled for both dads and babies—what more could you ask for on a Sunday morning? A special treat from dads to let mums have a lie in whilst dads and baby have lots of safe rough and tumble play, bubbles, and... grunting! Dads, you'll be using baby as a weight to do a short circuit training routine before warming down and chilling out to a cuppa and biscuits whilst you chat to other dads about, well, sport or babies I guess?!

Baby Racing is back!

Due to popular demand we're hosting another Baby Racing event on 31st January 2009. Last year 10 babies entered, some were accomplished creepers & crawlers, others were rollers and there were even a couple of toddlers! Competitive mums and dads we were not—MUCH!

On race day, babies 'raced' in heats spurred on by mums & dads, jangled keys, favourite toys or food, whilst other parents backed their favourite heat winner. A short intermission for naps, nappy changes, food and drink (the byo bottle of champers worked well for the parents) and the Semi's and Final heats provided much excitement. Overall winner was Donnie Carpenter, who after coming second out of two (there are no losers in Baby Racing) in his first heat, got a wild card to the 2nd heats then left his fellow competitors in his wake!



The finish line

All competitors left with medals and Donnie took the trophy.

Donnie's parents, Michelle and Pete nominated the Special Care Unit at Hinchingsbrooke their charity for donating the winnings and all 'bets'. We raised £120 in total & had a fabulous time doing it.