

NogginStik®

Baby's First Learning Toy

Ages
Birth
+



Head lights up to SEE and follow with eyes



Light-activated by baby's batting hand

Textures for FEELING

Handle is great size for grasping

#10483

Rattle sounds for HEARING



Mirror for SEEING

NogginStik® was created by an early intervention therapist to help parents encourage early milestones in infants. NogginStik® isn't just a cute toy. It's an educational tool that will guide parents and caregivers through activities and interactions that will promote healthy brain development and bonding, and bring enjoyment to both parent and child. We believe that parents can be amazing first teachers and SmartNoggin® is here to help.

NogginStik® features:

- Encourage parent/infant interaction
- Capture a child's focus and increase attention
- Assist with the development of visual tracking - a critical pre-literacy skill
- Provide tactile interest to touch and visual interest to see
- Help children auditorily locate sound
- Enhance grasping and holding skills



NogginStik® Awards



NogginStik®

Development Light-Up Rattle

MILESTONES ARE IMPORTANT

What should my baby be doing? This is a question all parents ask. Although babies develop in their own individual and unique ways and at their own rates, there are certain developmental milestones to look for. **Developmental milestones are skills most children achieve by a certain age.** Your baby's developmental milestones for ages birth to 12 months are listed in the parent guide included with each SmartNoggin® Milestone Maker™ toy. SmartNoggin's mission is to help all children achieve their developmental Milestones, beginning at birth.



Milestones the NogginStik® helps to encourage

Movement Skills (Gross Motor)

Lifts and holds head up when on tummy
(0 - 2 mos.)

Pushes up on arms when on tummy
(2 - 4 mos.)

Pushes up on forearms and lifts head and chest while on tummy
(3 - 5 mos.)

Pushes up on forearms and reaches for toys while on tummy
(5 - 6 mos.)

Hand & Finger Skills (Fine Motor)

Grasps a toy link or rattle when placed in her hand
(2 - 3 mos.)

Begins to reach towards toys and people
(2 ½ - 4 mos.)

Grasps objects dangling in front of her
(5 - 6 mos.)

Transfers objects from one hand to the other hand
(5 ½ - 7 mos.)

Thinking Skills (Cognitive)

Begins to follow brightly colored objects with eyes from side to side
(visual tracking, 1 - 3 mos.)

Begins to understand her movements cause a reaction
(cause/effect, 2 - 5 mos.)

Eyes smoothly follow a brightly colored object in all directions
(visual tracking, 4 - 6 mos.)

Finds objects when hidden under a cloth or box
(object permanence, 10 - 12 mos.)

Hearing & Speech Skills (Language)

Pays attention to sounds
(Birth +)

Searches with eyes to find sounds
(2 - 3 ½ mos.)

Loves to listen to your voice
(Birth +)

Responds to simple requests
(7 - 12 mos.)

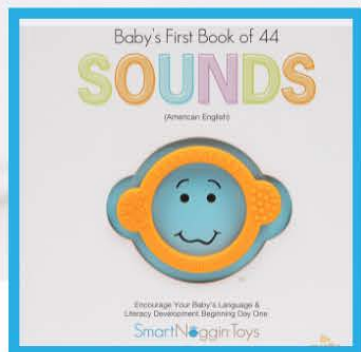


For more Milestones the NogginStik® helps to encourage, see the **Parent Guide to Baby's Milestones** included with each toy.



The Foundation for Language and Literacy

Begins at Birth...



Baby's First Book of 44

#38815

SOUNDS



A baby's journey to their first word is nothing short of miraculous, but before there are words in the world of a baby...there are sounds! Research tells us that a baby is born with the capacity to detect sounds in any language from around the world. But by 10-12 months of age, a baby begins to lose this ability to hear all sounds and begins to focus on the sounds of their native language and any additional languages they hear spoken to them throughout their day.

During their first year, a baby's brain is making neural connections that help them sort and store the sounds they hear spoken, read, and sung to them. If a baby hears American English spoken to them in a caring and nurturing way, their brain stores the sounds produced in American English. These stored sounds become the foundation for future language and literacy. Each language has its own unique set of sounds, and in American English, there are 44.

How do we take the above information and help lay a baby's foundation for language and literacy? SmartNoggin has developed a book to help! SmartNoggin's Baby's First Book of 44 SOUNDS™ has the 44 sounds of American English in a colorful board book to get you started. This book allows your baby to hear each sound used in a word and then pronounced in isolation, with the goal of helping your baby's brain strengthen the neural connections needed to speak and read in the months and years ahead. As a final element this teaching tool includes a food grade silicone teether for children to self-soothe while exercising mouth muscles necessary to express vocalizations and eventually words.

Wholesale: \$12.50 ea

MSRP: \$24.99 ea

Minimum: 6 Books (1 case)

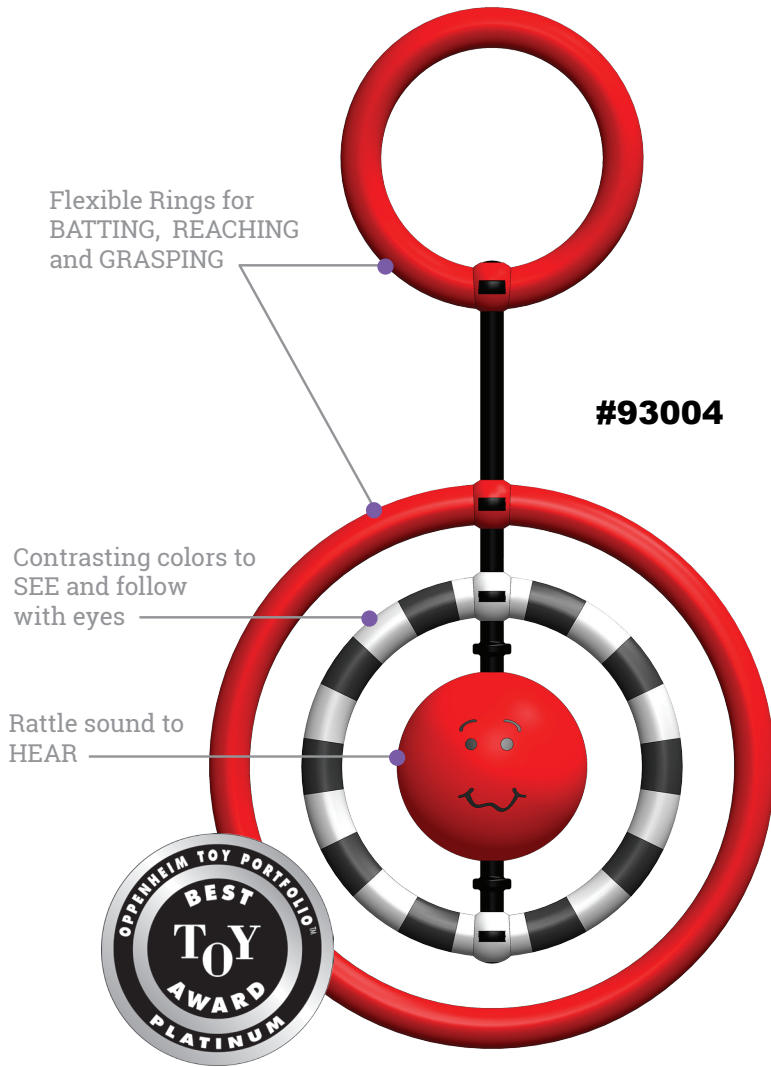
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NogginRings™

Grasping & Reaching Rings



Ages
Birth -
12 Months



A multi-activity toy to encourage your baby's milestones

Originally introduced in the 1980's, this Classic Developmental Milestone Maker has been carefully designed to encourage your baby's milestones. In collaboration with the original designer, SmartNoggin's updated version of this iconic toy offers your baby many opportunities to practice his developing skills through play.

NogginRings™ features:

- Grasping skills
- Reaching Skills
- Batting at toys within "batting" distance of her hands
- Visual tracking
- Turning in the direction of sound
- Transferring toys from one hand to the other
- Social play and interaction

Parent guide to baby's milestones included with all products



Get a Good
Look
Birth +



What's the
Sound?
Birth +



Watching
Moving Objects
1 Month +

NogginRings™

Reaching & Grasping Rings

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Milestones the NogginRings™ helps to encourage

Movement Skills (Gross Motor)

Lifts and holds head up when on tummy
(0 - 2 mos.)

Pushes up on arms when on tummy
(2 - 4 mos.)

Pushes up on forearms and lifts head and chest while on tummy
(3 - 5 mos.)

Pushes up on forearms and reaches for toys while on tummy
(5 - 6 mos.)

Hand & Finger Skills (Fine Motor)

Grasps a toy link or rattle when placed in her hand
(2 - 3 mos.)

Begins to reach towards toys and people
(2 ½ - 4 mos.)

Transfers objects from one hand to the other hand
(5 ½ - 7 mos.)

Picks up a small toy using tips of fingers and thumb
(7 - 9 mos.)

Thinking Skills (Cognitive)

Watches faces and makes eye contact
(Birth +)

Begins to follow brightly colored objects with eyes from side to side (visual tracking, 1 - 3 mos.)

Understands that his movements cause a reaction (cause/effect, 2 - 5 mos.)

Eyes smoothly follow a brightly colored object in all directions
(7 - 12 mos.)

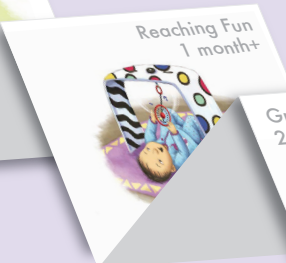
Hearing & Speech Skills (Language)

Pays attention to sounds
(Birth +)

Searches with eyes to find sounds
(2 - 3 ½ mos.)

Loves to listen to your voice
(Birth +)

Responds to simple requests
(7 - 12 mos.)



For more Milestones the NogginRings™ helps to encourage, see the **Parent Guide to Baby's Milestones** included with each toy.