

coles

baby&toddler

FREE

Parent POWER

Tips & products to make
you an everyday hero

BABY ON BOARD

Essentials for
expectant mums

FEEDING TIME

Stress-free meal times
coming right up!

- Sensitive skin solutions
- Your bub's sleep guide
- Transform your fussy eater



Welcome

Whether you're expecting

a bub, have just welcomed a bundle of joy or already have a toddler (or two!) in tow – we know you're after solutions for everyday parenting. No two days are the same with kids – just when you think you have the routine down pat or you congratulate yourself on a meal you've made that they devour first go, kids change on you!

So, it pays to be a step ahead and know which products can help. It can be hard to navigate the overwhelming amount of kids and baby goods out there, so to make your life a little easier and help take the stress out of daily routines, we've compiled this go-to guide filled with helpful hints and practical products for pregnancy, feeding, bathing, settling and, that all important one: sleeping! You'll find everything you need in the Coles baby aisle.



FROM BATH TO BED

Comfortable changing, bathing and rest-time routines can help keep the whole family happy. Turn to page 8 for our handy bathtime Q&A, and see page 10 for some helpful sleep tips.



FEED TIME FUN

If you're weighing up when to start solids or looking for new ways to get little kids more interested in what's on their plate, don't miss our top tips for feeding babies and toddlers on page 6.



Maia

MAIA BRYANT
PUBLISHER

THIS MONTH WE'RE LOVING

SOFT & CARING

Huggies Ultimate Newborn nappies are soft and breathable to help babies stay dry and comfy.



Please forward any queries or feedback to: Coles Customer Care Dept, Att: Maia Bryant (Coles Baby & Toddler issue), PO Box 480, Glen Iris, Vic 3146. Call toll-free: 1800 061 562. Website: www.coles.com.au To view Coles Group Ltd Privacy Statement, refer to the "Contact Us" section at www.coles.com.au Products featured may not be available in all stores. This publication is not for sale.



Mum essentials

Look after yourself with these handy products to use both during pregnancy and after bub's arrival.

♥ Keep your clothes and skin dry with **New Beginnings Bamboo Disposable Nursing Pads**. They're comfy, absorbent and lined with natural, eco-friendly bamboo.



♥ Prepare for breastfeeding by using 100 per cent natural **Marcalan Soothing Nipple Care** during the last trimester, and apply between feeds to soothe and moisturise.



♥ Avoid any embarrassing moments from light bladder leakage with comfy, discreet and highly absorbent **Poise Light Liners**.



♥ Stretch marks bothering you? Thankfully, there's something you can do to improve their appearance - use **Bio-Oil** twice daily for proven results.



♥ Help improve skin elasticity and reduce the appearance of stretch marks with all-body moisturiser **Palmer's Cocoa Butter Formula Massage Lotion for Stretch Marks**.



Promotion

Just for bub

We've done the hard work for you and found the best new products for your little one in the Coles baby aisle.





 Soothe and moisturise baby's delicate skin with organic **GAIA Natural Baby Soothing Cream**, made with beeswax, chamomile and evening primrose oil.

 The soft, bite-resistant silicone straw of the spill-proof **Philips AVENT Straw Cup** is easily kept clean thanks to the twist lid.

 Now available in convenient single-serve sachets, **Rafferty's Garden Multigrain Banana & Apricot Cereal** is made from filling wholegrain oats and is a cinch to prepare.

 The **Munchkin Miracle® 360° Cup** is a spoutless cup approved by dentists. It has a 360-degree drinking edge and self-seals when your child stops drinking so there are no spills – genius!

 Messy mealtimes be gone with the super-strong suction of the **Heinz Unbelievabowl™**. It easily attaches to your bub's highchair tray or a tabletop and comes with a lid and spoon.

 New **Huggies Thick Baby Wipes** are lightly scented with coconut oil. The refreshing wipes are now thicker, softer and more absorbent, plus they come in a handy 3 x 80 wipes pack.



5 TIPS FOR fuss-free feeding

Want your kids to be more interested and involved in food? Try these tips that help make mealtimes more fun for everyone.



1 Solid start

Get your baby off to a flying feeding start by introducing solids when they're anywhere between four and six months old. A simple and handy guide is: soft and runny purees for the first few weeks; lumps and texture from about six months; and finger food from about eight months.

2 Allergy advice

Most dietitians, doctors, paediatricians and allergists recommend not withholding foods, such as eggs, fish and nuts, as delaying their introduction doesn't decrease allergy risk. However, honey is a no-no for the first 12 months. Experiment with different foods and if you're concerned that your toddler's diet is inadequate, speak to your GP or an Accredited Practising Dietitian.

3 The trying game

It can take 10 or more tries before babies accept a new flavour, so don't worry if you've made

a huge batch of puree or a meal they've turned their nose up at first go. Just freeze it in ice-cube trays and try again later.

4 Collaborative cooking

Kids are more likely to eat food they've helped cook so, once your children are old enough, get them involved in the prep. Have them choose from a few meal options, set the table, peel the carrots, stir the soup – anything that's age-appropriate to get them interested in the kitchen.

5 No-table time

Mix up mealtimes by eating away from the table every now and then. Barbecues in the backyard or homemade pizzas on a picnic rug in the living room – dinnertime can become more relaxed if everyone's out of the dining room.

New food fun

Trying different foods can be as simple as letting the kids pick a new ingredient at Coles each week and finding a way to cook it. Try these ideas, too.

Foods of the world

Pick a different country each month and cook that nation's signature dish. Get the kids to choose the country, shop with you for ingredients and have fun setting the table or dressing up in that country's colours or national dress.

Creative plates

From heart-shaped fruit skewers to funny-face sandwiches, making 'art' with food encourages kids to eat and makes their food more interesting.



Ready to eat

No stress and less mess is the aim of feeding time and these great-value products tick all the boxes.



 Clean up baby's feeding area without harsh chemicals with a spritz of **Organic Choice Multi-Purpose Lemongrass & Australian Myrtle**, made using organic essential oils.



Made from real fruit and all-natural ingredients by an Aussie mum, **Whole Kids Organic Fruit Bars** are easy, tasty and additive-free.



From brekkies and fruit purees to savoury meals and desserts, the **Only Organic** range caters to little ones from four months to five years old.



Gentle on little tummies from 12 months, **Karicare+ Toddler Growing Up Milk Stage 3** provides 16 essential vitamins and minerals for normal growth and development when consumed as part of a healthy, varied diet*.



Proven to reduce colic, the **Philips Avent Classic (2 pack)** has a unique valve on the teat to allow air into the bottle instead of your baby's tummy.



The handy **Avent Powder Milk Container** holds three portions of formula in separate compartments for a fresh feed every time.



The **Bubs Organic** range uses Australian Certified Organic ingredients such as quinoa, flaxseed, fruit and veggies to nourish bub with a wide variety of nutrients.



*Karicare+ Toddler is for children from 1 year whose normal intake of energy and nutrients may be inadequate. Karicare+ Toddler contains 16 vitamins and minerals including vitamin A, calcium and zinc to support normal growth and development in young children when prepared as directed and consumed as part of a healthy varied diet.



Bathtime Q&A



Find the answers to some common baby bath and change dilemmas, from tip-top temperature to caring for their skin.

Should I bathe my baby every day?

Since newborns don't have a lot of exposure to dirt and grime, it's more than fine to bathe them every few days. In fact, some dermatologists say the increasing incidence of eczema (about 20 per cent of Aussie kids under two have the condition) can be attributed to kids being 'too clean'. For older babies and toddlers, a quick bath every day helps guard against infection and soothe any skin conditions.

Is there a recommended temperature for my baby's bath water?

Whether it's a tiny tub or toddler you're bathing (or both at the same time!), make sure the water is warm but not hot. Not only can very hot water burn your bub, it may also aggravate skin conditions, such as eczema. The ideal temperature is 36°C for newborns and 37°C-38°C for babies and kids.

Are natural products best for my child?

Baby products, including wipes, nappies, lotions and clothing, are increasingly being made with organic, natural and hypoallergenic ingredients, probably because of the high percentage of children with skin conditions. Australia has one of the highest incidences of childhood eczema in the world. Plant-based ingredients and eco-friendly materials, such as bamboo, are kind to delicate baby skin and may help those suffering from skin sensitivities. To help manage dry, itchy skin, be sure to moisturise often – several times every day – with thick, unperfumed creams.


Can I prevent nappy rash?


Most babies develop nappy rash at some point, and thankfully it's easy to treat and prevent. Regular changes, nappy-free time and using zinc-based barrier creams all help.


Change time tips

When it comes to bathing and changing your little ones, these handy products make it easier for everyone.


 **Comfort Pure Fabric Conditioner** keeps your clothes soft and fresh wash after wash. It's dermatologically tested and hypoallergenic, and leaves clothes kind to skin.


 Make change time more natural – try new skin-friendly, biodegradable **GAIA Natural Baby Bamboo Baby Wipes** with organic chamomile.

 **Sudocrem Healing Cream** may help to manage and soothe skin irritations, including nappy rash, small cuts and grazes, minor burns and eczema.

 Keep bub's skin soft and hydrated with the aloe vera formulation in new **Cetaphil Baby Moisturising Bath & Wash**.



 Hypoallergenic and free of chlorine, fragrance and latex, **Thankyou Nappies** are now even more absorbent.

 **New Beginnings Bamboo Dry Baby Wipes** are new and super handy. A gentle alternative to wet wipes, they help to keep bub's skin dry, avoiding nappy rash.

Sleep time

REST easy

When little ones sleep well, everyone benefits! Follow these simple tips.

Daytime sleep guide

Here's a handy guide to how much sleep kids should get each day according to their age.

AGE	SLEEPS
Newborn	<ul style="list-style-type: none"> • 3-4 sleeps a day of 1½-2¼ hours each • Up to 1 hour awake time in between sleeps
3-6 months	<ul style="list-style-type: none"> • 2-3 sleeps a day of 45 mins-2¼ hours each • 1½-2 hours awake time in between sleeps
7-9 months	<ul style="list-style-type: none"> • 2 sleeps a day of 45 mins-2¼ hours each • Up to 3 hours awake time in between sleeps
9-12 months	<ul style="list-style-type: none"> • Morning and afternoon nap of about 1½ hours each • 3 hours awake time in between sleeps
12 months - 3 years (approx.)	<ul style="list-style-type: none"> • 1 middle-of-the-day sleep of 1½-3 hours • About 5 hours awake time in the morning and afternoon

Soar to great nights

Most baby sleep experts agree that finding a good routine – and sticking to it – can help ease sleep-time stress for the whole family. Try a warm bath, followed by a book, a feed, then lights out – or night lights on if your little one is scared of the dark.



Relax with these top picks from the Coles baby aisle 1 Get the nighttime routine off to a great start by bathing baby in **Johnson's Bedtime Baby Bath**, with NATURALCALM® aromas to help soothe your baby before bed. 2 Comfort bub with new **Tommee Tippee Soothers** - independent tests found 68 per cent of babies took to these dummies first go compared to 43 per cent of the old design. 3 Help older kids sleep soundly with ultra-absorbent **Huggies DryNites Pyjama Pants**, designed to feel more like undies than a bulky nappy.