

Pointers For Parents

Bath Time Bubbles With Learning Opportunities

(NAPSA)—A calm yet connected time of the day, the nightly bath can be a great time to sneak in some learning, be it new words, practicing ABCs or reinforcing lessons from the day.

That's because baths help create a focused and relaxed mood in children, a mood that lends itself well to education.

Many kids' bath products make it easy for parents to use this time to offer lessons disguised as amusement. For example, one brand that strives to make bath time fun also helps to introduce children to global culture.

The engaging packaging on Circle of Friends products highlights various global cultures through the stories of different children. Each item features a child with his or her own story.

For example, when kids are taking a bath with Hoshi's Bonsai Strawberry Bubble Bath, they can learn about Hoshi's homeland, Japan. Likewise for Russia, with Natasha's No Tearski Shampoo.

"Introducing global culture at an early age is exciting to children and it helps them perceive human differences as something worth celebrating and not to be feared," says Eleanor Keare, Circle of Friends president.

Another like-minded brand that embraces bath time learning is SkinM.I.L.K., which stands for Milk Is Life for Kids.

Formulated with 5 percent real milk proteins and vitamins A, D and E, which are all good for the skin, the packaging features a milk-producing animal and en-



Move over, rubber ducky. New bath products teach children about global cultures and the benefits of giving.

courages families to give to a good cause—in this case, 5 percent gross proceeds go to Heifer International to help send a milk-producing animal to a family in need.

"We thought this line would give parents an opportunity to teach kids about giving back," said Lauren Schroeder, director of marketing for SkinMilk. "So when kids are in the tub using the Foaming Bath product with Chasi the Water Buffalo, parents can seize the opportunity to teach them about the value of helping others."

Of course, all this fun learning can offer a different kind of benefit. Many parents struggle with children who are uncooperative at bath time, so any product that gets kids in the tub is a welcome tool. And if they learn something in the meantime—great.

For more information, log on to Circle-of-Friends.com or www.MilkIsLifeForKids.com.