

# First Asian Baby and Toddler Survival Kits for local parents

MadAboutKids.com introduces the market's first Asian focus baby guide books, conceived as a comprehensive resource for local parents.

From caring for a newborn, to surviving the challenges of bringing up a toddler; this kit includes useful advice including topics like baby care and feeding, managing a crying baby, sleeping problems, health and growth issues, development and learning.

The kit is supported by Wyeth, a market leader in infant and child nutrition innovation and is fully endorsed by the Singapore Paediatric Society.

Get a copy of the Baby Survival Kit and Toddler Survival Kit from 31 December 2009 till 11 February 2010 at all participating NTUC FairPrice supermarkets with purchase of Wyeth Promil Gold or Wyeth Progress Gold.

The books are also available at partnering hospitals – Mount Alvernia Hospital and National University Hospital between 11 January and 11 February 2010 at S\$19.90 per copy.

