

# Handy survival kit for parents

PARENTS can turn to a new series of Asian focus baby guidebooks from MadAboutKids.com, Singapore's leading online portal dedicated to helping Asian parents by providing useful and relevant information for bringing up children.

The Survival Kit series consists of Baby Survival Kit and Toddler Survival Kit books. Compiled from tips, advice and guides from local doctors, nurses, midwives and parents, the series addresses some of the most common issues facing every parent, new or seasoned, on caring for a child.

"Wyeth is proud to support the launch of the Survival Kit series," says Mr Michael Toh, general manager, Malaysia, Brunei, Singapore, Pfizer Nutrition.

"We place great importance in offering the best to children, and are committed to providing complete care for growing children with baby formula for every stage of a child's growing-up years."

Associate Professor Daniel



PHOTO: WYETH

Goh, president of Singapore Paediatric Society, says: "Both Baby Survival Kit and Toddler Survival Kit are a fantastic resource to address some of the most common concerns one would face as a parent. It is a colourful and very readable guide and is especially useful to our Asian parents, as it is written specially with our local setting in mind."

Get a copy of the Baby Survival Kit and Toddler Survival Kit from now till Feb 11 at all participating NTUC FairPrice supermarkets with purchase of Wyeth Promil Gold or Wyeth Progress Gold.

These books are also available at Mount Alvernia Hospital and National University Hospital from now till Feb 11 at \$19.90 per copy.