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## *What A Blessing: No More Skinned Knees!*

### **DOCTOR RECOMMENDED SNAZZY BABY KNEE PADS PROTECTS TYKES FROM EVERYDAY SCRAPES**

Breakfast Point NSW, Australia (May 24, 2010) – New parents already know that once baby gets moving from the crib to the floor, there's going to be a lot of exploring and plenty of ups followed by lots of downs. And like Jack and Jill, baby will come tumbling down on knees and elbows tender from weeks of crawling on abrasive or hard surfaces. To prevent cuts, bruises and boo-boos, Snazzy Baby offers a knee pad to cushion little knees and elbows. Now Snazzy Baby Knee Pads has won endorsements from the medical community.

Two medical professionals, a Clinical Psychologist and a Pediatrician, independently evaluated the product for The Toy Man® 2010 Product Guide. The Guide's synopsis reads, "Snazzy Baby Knee Pads are made to the very highest safety standards. Having the comfort of knowing that the product is endorsed by medical professionals, parents can be confident of their child being safe in using the knee pads while crawling."

The Toy Man® Product Guide is currently an online publication produced in support of the International Parenting Institute™ (IPi™), PROJECT: Education Outreach™, and similar organizations as a humanitarian effort. Originally established in 1971, The Toy Man® Product Guide was created as a means to provide a free resource of toys, games, books, and juvenile product review information without bias for parents. In 2007, The Toy Man® Product Guide product evaluation service upgraded into an induction based product evaluation service.

Instead of reviews with an overall evaluation being published, only products which met the newer and more strict evaluation standards would be inducted for feature in The Toy Man® Product Guide. The Toy Man® Product Guide continues to be one of the most reliable product evaluation sources available. As an important part of its mission, the company aims to serve more than just buyers, but also retailers, distributors, publishers, and consumers as well, in determining what products represent some of the best investments for their money. After all, The Toy Man® Product Guide is about a whole lot more than just toys!

Parents of special needs tykes should take heart that the pediatrician noted the benefit of knee pads for their children, including those with autism. Indeed the two medical experts hailed the product for allowing all babies to get down on all fours and crawl with confidence. The following comments can be found in The Toy Man's May 2010 column at [www.thetoyman.com](http://www.thetoyman.com).



*"An infant doesn't differentiate or classify a determination of risk or safety, they just perform an action intended. This being such, when infants are crawling on all four appendages, injury to an infant such as scrapes, cuts, and bruises are visibly perceived.*

*There is a hidden or more 'unrecognized' concern for parents and any other person responsible for the care of an infant or toddler. From the physical aspect, an infant's body is developing at an exponential rate. This includes soft tissue, joints, and other components within each appendage which if not guided properly in their development, can result in serious detrimental impact upon the child not even fully showing full evidence until late teen or adult stage in life."*

*"One of my strongest debates is an infant not spending enough time on the floor. This has become a prevalent concern due to the popularity of an infant using a walker. Use of walker strongly discourages the desire to learn essential crawling behaviors. The crawling experience is essential, especially with special needs children. The Snazzy Baby knee pads serve well in this experience to ensure development of sensory and motor systems of the body and general motor skill development."*

-- Reviewed by The Toy Man® Product Guide's Behavioral Analyst/Clinical Psychologist, PhD

*"In my own personal evaluation of the knee pads, the first thing which drew my undivided attention was the versatility. To be more specific, the ability to use the knee pads for more than just a few months with the knee pads still fitting effectively and safely. The knee pads can be adopted for use with special needs infants as well. We tested the knee pads with several of the Autistic children being seen here in our medical facility with outstanding results."*

*"It is our opinion based upon our own working with the knee pads that whether an infant is crawling, beginning walking, or in special needs, the knee pads are suitable for use."*

-- Reviewed by The Toy Man Product Guide's Pediatrician, MD - General / SN Practice

Additionally, The Toy Man has awarded the Australian-based maker of knee pads three prestigious awards: The Toy Man® Award of Excellence; The Toy Man® eChoice™ Award and The Toy Man® eco-Recognition™ Seal.

Affordably priced at \$19.99, Snazzy Baby Knee Pads are ideal for children ages 4 months to 4 years old. Made from neoprene with four layers of cushioning Velcro stretchy straps, the knee pads can be switched to the elbows for extra protection. Parents may choose from 4 snazzy colors: Seafoam, Princess Pink, Starfish Blue or Midnight Blue.

Want more value? The multi-award winning knee pads now come in a value pack. Choose a pair of knee pads with matching leg warmers in either Pink Pizzazz or Ocean Blue for just \$24.99.

Whatever style consumers choose, they are assured that these knee pads are ergonomically designed to allow for flexibility and movement without impacting circulation. Snazzy Baby is proud of the fact that their knee pads can be used for children with hemophilia, cerebral palsy, spina bifida, and muscular dystrophy. Find Snazzy Baby products online or at specialty stores nationwide.

#### **ABOUT SNAZZY BABY™**

Your home for the hottest innovative baby protection products for new parents, Snazzy Baby was created "Down Under" by Cyndy Mundy, an Australian mom. Founded in 2003, Snazzy Baby has received various juvenile product awards for excellence, innovation and safety. They have offices in Boston, MA and Sydney, Australia. For more information on all of their safety products, click on their website at [www.snazzybaby.us](http://www.snazzybaby.us).