



## **NogginStik Recieves The National Parenting Center 2013 Seal of Approval**

SmartNoggin Toys announced that NogginStik won The National Parenting Center 2013 Seal of Approval. The NogginStik Developmental Rattle is the first product offering from the Bristol, Indiana based SmartNoggin. This revolutionary toy not only helps boost baby brain development but also promotes a strong parent/child bond.

Marcia Haut, founder of SmartNoggin Toys, said, "We are truly excited to have received this recognition. It's our deep honor to be recognized by The National Parenting Center for our developmental toy. We feel NogginStick is vital in helping babies develop key skills at a critical stage of their development. We are extremely grateful to have been honored by TNPC as being among the best in class for baby toys this year. "



The National Parenting Center's Seal of Approval program was created in 1990. The award's purpose is to identify the finest products and services being marketed to the parent/child audience. The selection process involves a multi-step independent testing procedure over an eight week period. The TNPC panel of volunteers is comprised of parents and educators review submissions to review the top new products for the parent/child consumer market. Products are rated in terms of desirability, sturdiness, and interactive stimulation.

A complete list of the The National Parenting Center Holiday 2012 Seal of Approval can be found at: <http://www.tnpc.com/search/tnpclist1.asp>

Research shows that positive interactions are crucial in helping babies to learn. The award winning NogginStik developmental light-up rattle has been recognized as educational tool that boosts brain development and bonds parents and babies close together through play. The NogginStik helps infants to reach important milestones such as cognitive, physical, sensory, and communicative skills. This fun and educational toy helps babies develop abilities such as tracking, listening skills, and face recognition. Plus the interaction between parent and child promotes bonding giving baby a sense of love and security. It's a development tool that is helpful for children from birth to three years of age.

**Features of The NogginStik that Promote Baby Development Include:**

- light-up rattle that is activated by baby's hand
- rattle head that lights up so babies track it
- textures on the toy that create tactile interest making it fun to grasp and feel
- rattle sound that stimulates listening skills
- mirror that captures a child's focus and attention

Founded in 2012, SmartNoggin Toys was founded by Marcia Haut, an early intervention therapist with over 25 years of experience working with parents and children. During her work she noticed there weren't many educational tools designed to promote a baby's early milestones. She developed NogginStik as a fun toy that would help child from birth to three years of age develop key skills while promoting a closer parent/child bond.

SmartNoggin Toys is a designer of developmental toys for children. SmartNoggin Toys has received various product awards for excellence and innovation. For further information: Marcia Haut [1- 574-612-5292](tel:1-574-612-5292) or visit <http://www.smartnoggintoy.com>