



NogginStik  
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## Therapist Launches Top Rated Product that Jumpstarts Developmental Milestones for Infants

What looks like a rattle, is getting top ratings as a tool to help children reach important stages in their initial development. NogginStik is the first product released by newly launched company, SmartNoggin--brainchild of developmental therapist, Marcia Haut turned inventor now turned entrepreneur. Frustrated at not being able to find the right tool to use in her developmental assessments and therapy sessions with children who have special needs, Haut was left with no recourse but to invent her own. The result was a developmental tool disguised to look, feel, sound and act like a rattle—but with a powerful agenda.

A recent rating and review posted on the website AblePlay at [www.ableplay.org](http://www.ableplay.org), has given NogginStik their top rating (5 stars) in the area of cognitive benefits for children with special needs. AblePlay is a website sponsored by the nonprofit National Lekotek Center, a leading authority on play products for children with disabilities. This new product from SmartNoggin also received high ranking (4 stars) in their physical, communicative and sensory evaluations on the AblePlay site.

The AblePlay rating adds, *“The original purpose of the NogginStik was to promote eye tracking, but this rattle-like product encourages other developmental milestones such as: auditory attention, sensory stimulation, and grasping.”* What this product has to differentiate it from other rattles is hidden behind the friendly-faced rattle head--an LED bulb. The AblePlay review goes on to note that, *“...unlike a traditional rattle when tapped or shaken, a soft glow light changes colors between red, green and blue to stimulate the eyes and encourage visual attention.”*

Since this developmental tool can be used for a series of skills exercises, Haut has included an entire guidebook available on her company’s website at [www.smartnoggingtoys.com](http://www.smartnoggingtoys.com). This pamphlet leads parent or caregiver through some of the professional practices that Haut herself conducts in her developmental therapy sessions. *“I launched this product out of a real need I see and feel is critical-- to provide children, at the formative stage of their life, with stimulation and motivation to develop. Kids are born learners but need to be encouraged and NogginStik is built to entice them to learn.”*

Ellen Metrick, Director of Industry Relations and Partnerships at the National Lekotek Center heads up the evaluation process at AblePlay and adds, *“We work with many large, innovative toy manufacturers but we also love to see individual inventors and encourage their distinctive contributions.”* Key elements in the AblePlay review include these features:

- Captures children’s focus and increases attention



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- Assists with the development of visual tracking--a critical pre-literacy skill
- Provides tactile interest to touch and visual interest to look at
- Helps children auditorily locate the sound
- Enhances grasping and holding skills

NogginStik is currently being sold on a dedicated website. Initial interest for the product is being seen by small specialty retailers, hospitals, therapists and other professionals working with children who have special needs.

For more information on the NogginStik, and development milestones it facilitates including, cognitive, communicative, physical or sensory benefits go to [www.ableplay.org](http://www.ableplay.org) or read more about this product and how to purchase at [www.smartnoggintoy.com](http://www.smartnoggintoy.com). For additional information contact Marcia Haut at [info@smartnoggintoy.com](mailto:info@smartnoggintoy.com).

