



PREFACE

by Mr. Fujiwara Masaki, President of KAO (Malaysia) Sdn. Bhd.

Congratulations on being a parent! While it is magical for any parent, new or seasoned, to witness the delivery of a newborn baby and their growth to becoming an active toddler, we understand that you and your partner would feel more than just an indescribable joy from seeing the child move around the room—parents would come to realise that their challenges increase and intensify over time too.

The good news is, from our updated "The Secret to My Modern Parenthood", the both of you will soon discover and learn with us and our Expert Educational Content Provider, Positive Parenting, that parenting does not need to be stressful if we would just approach it in the smart, rather than hard, way.

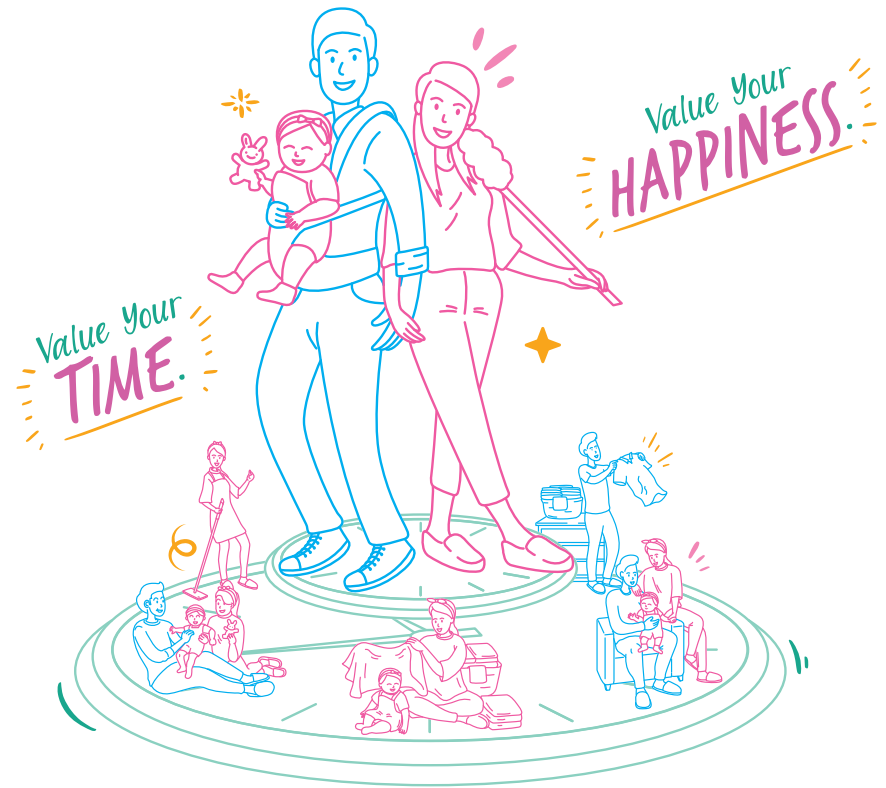
Just as before, you can look forward to handy tips and helpful tricks in this latest edition that offers you fundamental skills to identify various situations and solve them effectively. Ultimately, you get the solid foundation that will continue paving the way for happiness and inspiring every folk at home to master the art and enjoy the process of parenting—a modern way of parenting that involves daddies as well!

As Japan's Home Care Expert and premier purveyor of quality household products, KAO brings you a fun, quick, easy and manageable way to get through your house chores, which saves you time and energy for a well-deserved break! This is how you "Value Your Time. Value Your Happiness" as a millennial parent. Cherish every happy bonding moment together.

Discover the secret of modern parenting 101.

M. Fujiwara

Fujiwara Masaki
(2019)



Learn more about modern parenthood
to experience the joy of parenting!

ENJOY >

THIS BOOK BELONGS TO:



Welcome To
**My Modern
Parenthood!**
Scan this QR code
for more information

CONTENT

01

CARING FOR MY NEWBORN

From lifting the baby and breastfeeding to caring for the umbilical cord and more

pg 01-04

03

BREASTFEEDING

Importance of breastfeeding, how to breastfeed, and breastmilk supply

pg 08-09

05

SIMPLE ESSENTIALS

Ways to "wear" your baby, change the diapers, and baby essentials checklist

pg 13-14

07

GET READY, DADDY!

The many roles a father plays in a happy parenthood

pg 29-32

09

HOME, CLEAN HOME

Getting chores done by using modern cleaning methods

pg 35

02

GOOD NIGHT, BABY! WAKE UP HAPPY!

Tips on getting your baby to sleep, ideal air-conditioning and more

pg 05-07

04

BABY HEALTHCARE AND EMERGENCIES

Types of injury and treatment and first aid kit necessities

pg 10-12

06

MERRIES - SMILE & SMILE JOURNEY WITH MERRIES 赤ちゃんの肌にずっとやさしい

What you need to know about our diapers

pg 15-28

08

HOME, SAFE HOME

Importance of creating a safe space and general plus site-specific storage tips

pg 33-34

10

HOW TO CLEAN SMART

The essential household cleaning items for smart and modern parents

pg 36

11

MAGICLEAN - JAPAN'S NO.1* HOME CARE BRAND

The modern household care you need

*No.1 by brand in Japan Home Care market (kitchen cleaner, bath cleaner, toilet cleaner) in terms of Sales Value based on SRI data of INTAGE Inc. (January 2017 to December 2018)

pg 37-48

13

ATTACK - JAPAN'S NO.1* LAUNDRY DETERGENT BRAND

The recommended solution for your laundry

*No.1 by brand in Japan Laundry Detergent market in terms of Sales Value based on SRI data of INTAGE Inc. (January 2015 to December 2018)

pg 51-64

15

BONDING THROUGH SENSES

Establishing bonds of love and digital not a replacement for parenting

pg 67-69

17

BUDGETING FOR THE BABY

Tips for budget planning and expressing creativity through DIY

pg 75

19

THE NEW PARENT MONTHLY JOURNAL

Celebrating your baby's growth and development with us

pg 77-113

12

SHARING IS CARING

The importance of sharing housework, communication, and giving compliments

pg 49-50

14

PARENTING 101

Cope with challenges and stress, take care of own health, and develop a connection

pg 65-66

16

HEALTHY EATING

A baby's ideal nutrition, food preparation methods, and proper food storage

pg 70-74

18

SECRETS TO THE MODERN PARENTHOOD

Tips and testimonials from key opinion leaders, parents, and experts

pg 76

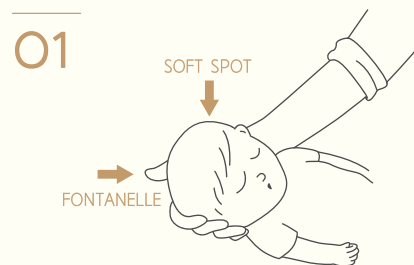
Disclaimer:

The information contained in this book shall not, in any manner, be construed as a replacement of medical advice. Positive Parenting, its affiliates, and related agents and KAO shall not be held liable for any claims, damages, losses whatsoever arising out of this book. Positive Parenting is a registered trademark of Malaysian Paediatric Association and VersaComm Sdn. Bhd.

Caring for My Newborn

PHYSICAL CLOSENESS, ESPECIALLY THROUGH SKIN CONTACT, WILL PROMOTE A BETTER EMOTIONAL CONNECTION WITH YOUR NEWBORN.

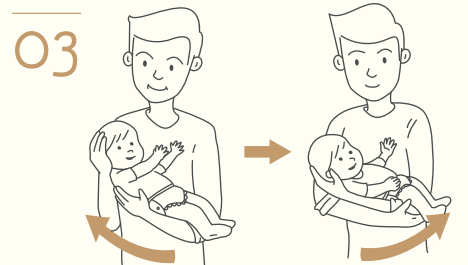
HOW TO LIFT YOUR NEWBORN?



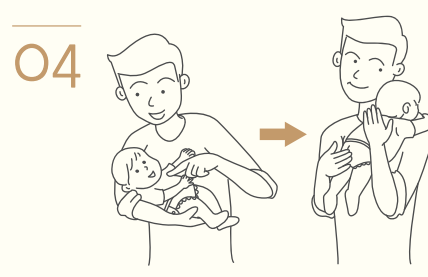
Handle him carefully, especially his head (particularly the fontanelle or soft spot on top). Always support his head and neck, as most newborns do not have strong neck muscles.



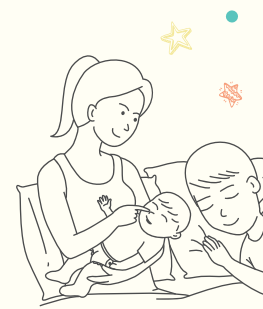
- Slide your hand under him, supporting his head/neck with one hand and his bottom with another.
- Once you get a solid hold, gently bring him to your chest.



- Cradle his head against your chest and slide your other hand toward his neck.
- Gently adjust his head till it is within the crook of your arm; always make sure to support his neck.

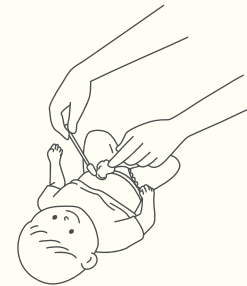


- This position allows for easy eye contact.
- Alternatively, rest him against your chest and shoulder while supporting his head/neck.



SLEEPY BABY, CRANKY PARENTS

Your newborn can sleep up to 18 hours a day. However, this often means short sleeping periods of one to three hours at a stretch, with frequent waking to feed. The first few months can be hard on parents, as they need to get up several times at night to tend to the baby. While it is possible that baby may sleep through the night from as early as two months old, every baby is different.



CORD CARE

Keep his umbilical stump as dry as possible and apply appropriate cleaning agent recommended by the doctor to keep the area clean. Avoid submerging it in water until the stump comes off on its own. The stump will change colour over time—from yellow to brown or black. Do consult your baby's doctor if that area becomes reddened or if there is a foul odour or discharge.



BEST FOOD FOR BABY

Breast milk helps in his physical and mental development and has all the essential nutrients and antibodies to help fight infections and diarrhoea. Breastfeeding is as much psychological as it is physical. Here are some preparation tips:

- Adopt a positive attitude; be confident that you can and will succeed.
- Plan the length of your breastfeeding period
- Talk to your spouse and attend breastfeeding talks/antenatal classes together
- Surround yourself with supportive people

Make the arrangements

Inform your spouse and family members of your decision to breastfeed:
• Request for the baby to be given no water or infant formula unless medically indicated. With a water content of more than 80%, breast milk is the "golden choice" and the only recommended baby food source, unless breastfeeding is not recommended by your doctor.

Also, remember to inform your healthcare team

- Make sure they know as soon as possible that you would like to breastfeed the baby after birth. The ideal time is within the first hour after delivery.

Try spending as much time with him as possible to learn his hunger cues and respond promptly. You may need to wake him for a feed in the first few weeks if he sleeps for more than three to four hours without waking up on his own. Consult a doctor if the baby continues to have difficulty waking for feeds.

Note:
Learn more about breastfeeding in Chapter 3.





ROCK-A-BYE, BABY, WHERE SHOULD HE SLEEP?

The innocence, their tiny, closed eyes, rosebud lips and fingers and toes—it's the most beautiful moment for parents to see their baby asleep. So, are they asleep in their crib, on your bed with you, in your arms as you relax on the sofa, or in the hammock? Is your baby sleeping on their back, side, or stomach? Are you feeling sleepy or wide-awake around them?



SAFER SLEEPING PLACE

The safest sleeping place is on a separate surface, designed for babies, that's close to the parents' bed. It is advisable that babies sleep in their crib, lying on their back and without a pillow; they should sleep on firm surfaces, such as a mattress, best fitted tightly in the crib, with no loose or thick material like duvet, pillows, bolster, soft toys or crib bumper to prevent Sudden Infant Death Syndrome (SIDS), suffocation or strangulation.



THE AMERICAN ACADEMY OF PAEDIATRICS

The American Academy of Paediatrics (AAP) acknowledges that parents often fall asleep while feeding the baby. While the AAP recommends against bed-sharing, sleeping together on a sofa is riskier. Mothers who choose to sleep together or accidentally fall asleep while breastfeeding must make sure they have a firm mattress and remove pillows, comforters, blankets, loose sheets and anything soft from the baby's sleep area; a large percentage of infants who die of SIDS are found with their head covered by bedding. Hence, the bed should also be moved away from the wall so the baby won't be trapped.



DANGERS OF USING THE BABY HAMMOCK

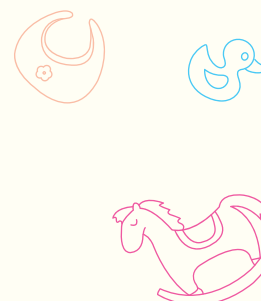
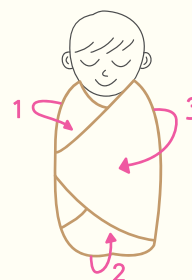
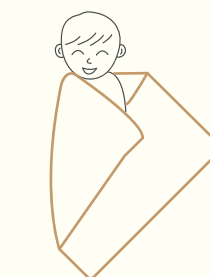
The baby hammock is typical in a Malaysian household. However, your paediatrician will advise against using it, as a baby hammock poses an extreme danger to your baby, e.g. falling from the hammock or hitting the floor or furniture if the baby turns over. A firm mattress is safer.

SWADDLE UP, BABY!

The AAP recommends swaddling—a traditional practice of wrapping a baby in the blanket, which resembles a mother's womb, to promote comfort and sleep while keeping them warm—when the baby is sleeping on his back; swaddling should stop when the baby shows signs of trying to roll about, which may take place in their 2 to 3 months of age, to prevent accidents.

To begin, lay a blanket in a diamond shape, on a flat surface. Fold down the top corner, and then place the baby on his back, with his neck at the folded part. Make sure the baby's right arm is down flat at his side to tuck the right side. Pull the left corner of the blanket over his right arm and across his body. Tuck the blanket under his left arm and roll baby to your left to wrap the remaining blanket under his back.

Take the bottom corner of the blanket and fold it up. Allow some room for the baby to bend and shift his legs. Next, repeat the same fold for the baby's left side, bringing the right side of the blanket across the baby and tuck the blanket underneath the body.



Good Night, Baby! Wake Up Happy!

JUST TELL ME HOW TO GET THE BABY TO SLEEP!

A BABY’S SCHEDULE EXPRESSES THEIR NEEDS AND TEMPERAMENT, WITH SOME OF THEM SLEEPING MORE, WHILE OTHERS, LESS. THE FIRST THREE TO FOUR MONTHS IS A TRANSITIONAL PERIOD FOR BABIES TO ADAPT TO LIFE OUTSIDE THE WOMB. UNTIL THE BABIES HAVE A CONSISTENT SCHEDULE, IT IS NOT THE TIME TO SET A STRICT ROUTINE WHEN THEY’RE BETWEEN 4 TO 6 MONTHS OLD.

BABY LOG

Time		
Time		
Time		
Time		
Time		
Time		
Time		
Time		
Time		
Time		
Time		
Time		
Time		
Time		
Time		

Notes:

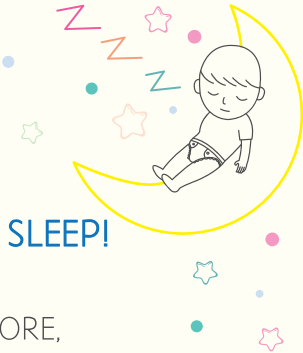
According to new recommendations as endorsed by the American Academy of Paediatrics (AAP) in 2016, the recommended minimum and maximum hours each age group should regularly sleep during a 24-hour period for optimal growth:

- Ages 4-12 months: 12-16 hours (including naps)
- Ages 1-2 years: 11-14 hours (including naps)
- Ages 3-5 years: 10-13 hours (including naps)

Newborns need 15-18 hours of sleep and often sleeps lesser after their third month. By the eighth month, they wake up lesser at night; some nights he’d be awake and cries although they require less feeding. Check their needs and get them back to bed once done.



Offer your baby the foundation to getting used to a better schedule, by introducing routines in their sleeping and eating schedule. Sing a lullaby and put them to bed when you see your baby feeling groggy, for example; over time, the lullaby becomes a cue for napping. Besides, babies are comfortable anticipating a future event.



A GOOD NIGHT’S SLEEP

Does the home need to be in pin-drop silence while your baby sleeps? Or should you train the baby to sleep under noisy circumstances? A fool-proof way is to just do what is within your control to provide your baby with some quality sleep.



DOZING TIME

Change the diapers and feed the baby an hour before they doze off; lull them to sleep in your arms. Consider cuddling, singing or rocking; go on cradling the baby for ten minutes as they slowly fall asleep before gently putting them into the cot. Have them sleep on their back to prevent Sudden Infant Death Syndrome (SIDS); make sure the baby is not too warm nor cold as you tuck a light blanket under them.



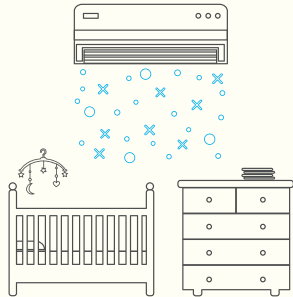
DAY AND NIGHT

You could view daytime and evening sleeping differently. Establish a routine if you have no control over the time your baby sleeps or wakes up; let them sleep on a carry cot, your bed or in the pram during the day, and put them into the baby cot every night. Avoid turning on the main fluorescent light; however, having a night lamp prevents accidents in a dark room.



IS AIR-CONDITIONING (AC) SAFE FOR THE BABY?

Babies and newborns can't adjust their body temperature as well as adults; they are vulnerable to overheating, heat stroke, rash, dehydration or exhaustion. A properly cooled and ventilated room helps babies sleep comfortably while reducing Sudden Infant Death Syndrome (SIDS) risks, according to some experts; it is common to keep the AC on in tropical countries like ours. However, a temperature too cold could lower your baby's body temperature and cause chills.



Here are some safety measures around the use of AC:

- Maintain a comfortable room temperature at an ideal 24-26°C
- Keep your baby away from the direct blast of the AC
- Get your AC periodically serviced for clean and efficient cooling
- AC dries up the air and may dry up your baby's skin or can trigger asthma. Keep your baby well-moisturised meanwhile. Open the room windows regularly to get some moisture and fresh air if it's not hazy outside.



THE NIGHT OWL?

Your baby cannot differentiate night and day much; cut down the frequency and duration of daytime napping to adjust your baby's sleeping pattern. Keep them alert by offering some sort of a stimulation; let them sleep in lively surroundings as you carry out your daily routine before waking them up after three hours of naptime. Repeat the routine so your baby could sleep easily at night.



ALERT AND AWAKE

With age, your baby stays awake longer in the daytime and sleeps more at night; the suggestion is to cut down on his activities before bedtime. Babies can do without smart devices at an early age; the light from device screens disrupts the body from resting. Moreover, you won't want them to struggle with sleeping at night; your baby has a lifetime opportunity to be exposed to technology. So, spend time bonding with them instead; babies grow up fast and yours will get heavy and big for cradling before you know it.



BACK TO SLEEP

It might be difficult to have your baby go back to sleep after waking up in the middle of the night; pick your baby up and cuddle or feed them if they're still crying, and put them back in the cot when crying stops. Soothe your baby if crying continues; always talk to your baby softly and assure them that you're around. Pat but don't pick your baby up again from the bed unless they're cranky; leave after tucking the baby. Repeat pat-soothe-leave for every five minutes until your baby goes back to sleep; increase the routine to 10 minutes after half an hour. Doing this for weeks helps set a better sleeping schedule.



LOOK WHO'S HERE

It's best to be around when your baby is about to wake up; it gives a sense of security and assurance since the baby is not yet familiar with the surroundings. An idea involves the baby starting their day with you, giving them more comfort and safety, as your baby sees a face that they recognise.

Sleep training is one of parent's first major and toughest decisions to make, but it teaches you an important truth in parenting: There's no one-size-fits-all solution when it comes to raising kids, even if everyone tells you otherwise. For every cry-it-out advocate, there's another who swears by co-sleeping, or the no-tears approach, or something different altogether.

Breastfeeding

BREASTFEEDING JOYS

BREAST MILK IS A NEWBORN'S FIRST, MOST PRECIOUS AND NATURAL FOOD. *WORLD HEALTH ORGANIZATION (WHO)* AND *UNICEF* RECOMMEND MOTHERS TO BREASTFEED A BABY WITHIN THEIR FIRST HOUR OF LIFE. THE EARLY BREAST MILK FEED, ALSO KNOWN AS LIQUID GOLD, CONTAINS COLOSTRUM THAT IS RICH IN NUTRIENTS AND ANTIBODIES. BREASTFEEDING SHOULD CONTINUE FOR THE FIRST 6 MONTHS, WITH NO OTHER SOLIDS OR LIQUIDS, INCLUDING WATER AND GO ON FOR UP TO 2 YEARS OR MORE, WHILE PROVIDING AGE-APPROPRIATE FOODS TO SUPPLEMENT THE BABY'S DIET.

LATCH AND FLOW

You experience pain and the baby's frustration when the latch-on is incorrect. Here's how to do it right.

1. Right latch-on

- Hold the baby near to your chest and align the ear, shoulder and hip. Brush their lips lightly against the nipple until he opens his mouth.
- Allow him to take as much of the areola (brown area) as possible into his mouth. Their chin should drop with the tongue down. The lower lip should be turned out with their chin touching the breast. More of the areola is visible above their mouth.
- Jaw movement and gulping sounds are signs that your baby has latched on correctly.
- Insert the tip of your little finger into the corner of their mouth to break the suction if he doesn't stop in the absence of more milk.



2. Let-down reflex

A tingling sensation signifying a warm rush of milk soon after the baby has latched on. If you do not experience this,

it may be due to distractions, embarrassment, and the anxiety about breastfeeding, fatigue, lack of privacy or pain. Therefore, it is important to breastfeed in a comfortable, relaxed, and secure environment.

BREASTFEEDING TIME

There are a few positions you could try to see which suits you and your baby.



1. Cradle position

A classic and mothers' favourite position where the baby's front is in contact with your body; the baby doesn't need to turn his head to latch on.

- Baby's head rests in the crook of the elbow. It should not be too far into the elbow until your breast is pulled to one side.
- Support the baby's back and his bottom.
- Baby's arms should be at his side.



2. Football position

This position is ideal for mothers recovering from a C-section, who are large-breasted, nursing a premature or small baby or have twins and want to nurse both babies at the same time.

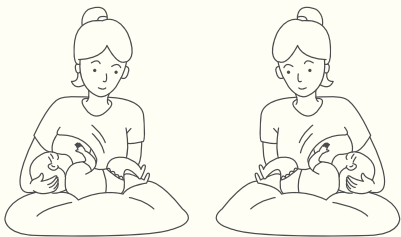
- Position the baby by your side, lying on his back with his head at the level of your nipple.
- Support your baby's head with your hand.
- Use a pillow to support the baby's back.



3. Side-lying position

When both mother and baby are tired, this position helps to allow for rest.

- Position your body with the baby facing you.
- Support your head with your arm.
- Make sure the baby's nose is at the same level as your nipple so he doesn't need to bend his neck to reach to your breast.



4. Switch breasts

Whenever possible, offer both breasts during each feed. Feed baby on the first side until he stops sucking. Remove, burp him, put him to the next side and continue feeding until he is full. You should begin the next feed with the heavier breast.



5. Burping baby

Burp your baby after each feed. He may spit out milk, so keep a napkin handy. Don't panic if he does, as this is normal. If there's no burp after 30 seconds, he probably does not need to.

- Put baby against your shoulder.
- Rub or pat his back.

6. The dad's role

Dads can help the baby to burp milk and share this amusing story with him after he grows up; you could also help by preparing drinks for your wife to replenish the fluids she loses during breastfeeding.

MILK SUPPLY

Breastfeeding is challenging and it requires practice and time to familiarise with it. Don't be discouraged if the process and outcome are not as you expected.

- Breastfeeding in the first hour of baby's birth establishes a connection with the baby to keep feeding—the more you feed, the higher the milk production.
- Milk production depends on the size of the mammary glands in your breasts; larger breasts do not necessarily produce more milk than flat-chested mothers. Keep breastfeeding no matter how little milk you produce—your baby needs the nutrients and antibodies.
- Stay hydrated and have a well-balanced and varied diet, so your baby receives the nutrients too. Be mindful of what you consume—they can influence the milk's taste and flavour.
- Avoid coffee and alcoholic beverages, as they affect the quality of the breast milk.
- Continue to breastfeed despite feeling unwell. Your baby will be easily infected, as the antibodies built immunity in his body before your symptoms show. If your illness persists for more than 3 days, consult a doctor on continuing the breastfeeding. If you need to take medicines, ask the doctor about the safety of doing so.

Baby Healthcare and Emergencies



RED ALERT: FIRST AID FIRST!

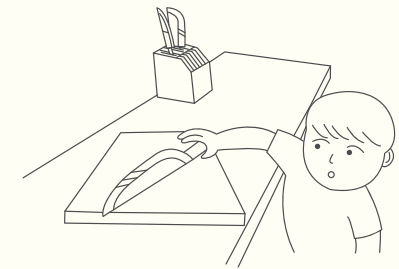
NOTHING EXCITES PARENTS MORE THAN SEEING THEIR BABY STARTING TO MOVE AND MAKING NEW DISCOVERIES ACTIVELY; THIS IS ALSO WHEN YOUR LIL' ONE MAY UNKNOWINGLY INJURE HIMSELF BY POKING, CLIPPING OR TOUCHING HOT SURFACES. THUS, PARENTS OUGHT TO LEARN BASIC FIRST AID IN CASE OF EMERGENCIES; IT'S ADVISABLE TO SEEK DOCTOR'S TREATMENT.



BURNS AND SCALDS

Often caused by scalding from hot food, drinks or steam from kitchen appliances or bath, immediately remove the clothes if the burn is covered; do not pull it off if the fabric remains stuck. Quickly run cold water onto the affected area for 20 minutes, continuously, as burn persists underneath. Do not use ice packs, cold compress, lotions, ointment or creams—they worsen the injury. Stop cooling after 20 minutes if the burn covers a large area, and keep your child warm as hypothermia can occur instantly. Drape over the burn with light, "breathable" dressing or a clean cloth.

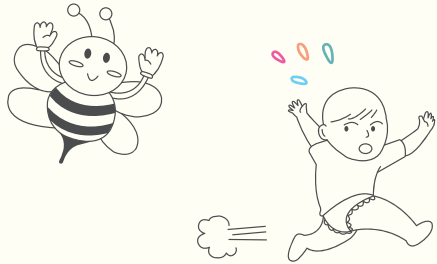
Immediately call 999 for assistance if the burn is on your baby's face, airway, hands, genitals, or if the burn is larger than your child's hand. Seek further medical attention if the burn is larger than a 20-cent coin, deep and raw, blistered or persisting in severe pain.



CUTS AND SCRAPES

These can be treated easily at home with an antiseptic formulation and a sterile bandage. First, rinse the wound with cool running water for deeper cuts. Then, place a sterile gauze, bandage or clean cloth over the wound and gently apply pressure on the affected area. Also, elevate the wounded site to reduce the blood flow. If the original bandage is soaked up, place another layer of bandage on top of the wound while continuously applying gentle pressure towards it. Replace it with a new and sterile bandage once the bleeding stops.

If you're dealing with deep or wider cuts caused by bites, burns, punctures or electricity, you need to seek immediate medical treatment; inform the doctor if your child's immunisation is up-to-date or additional protection is required, for example, against tetanus. Do not wait or be hopeful that bleeding will stop if it continues despite having applied gentle pressure.



BITES AND STINGS

Most such injuries result in a localised itch and swelling that settles within a few days. In some cases, they carry a high risk of potentially serious infection to the child (e.g. Lyme disease caused by tick bites). The worse scenario is when your child is allergic to the bug's venom. Your safest bet is to see a doctor for treatment; inform the doctor of the animal or insect involved, your child's immunisation records, and any medication or known insect sting allergies, if any.

Rinse the area with soap and water for animal bites or scratches. If it bleeds, stop it by applying gentle pressure with a sterile gauze or clean cloth, and then apply some antiseptic cream. Next, cover the area with a bandage neither too tight nor loose. Then, off to the clinic!

Mild reactions to insect stings and bites include red bump on skin, itchiness or mild swelling. Check the skin area if there is little or no reaction. Remove with a tweezer any insect part (i.e. bee sting) left in the wound. Then, rinse the area with a gentle-to-skin soap and clean running water. Apply a cold compress or an ice pack over the affected area to relieve swelling; never apply ice directly to the skin.

Immediate medical attention is required if the allergic reaction is severe, such as face or mouth swelling, difficulty swallowing, breathing or speaking, or dizziness or fainting—they may indicate a potentially fatal case of anaphylaxis.

Tips:

Q: Which compress reduces swelling? Hot or cold?

Hot or Cold?



FIRST AID KIT NECESSITIES

Since they have yet to learn to identify dangers and exercise caution, our baby can be very curious and bound to injure themselves at some point in time. Hence, it is important for you to keep a first aid kit at home and know how to use it when you're in the state of panic, with a baby's cries making it difficult for you to remember what you should do in times of distress. For starters, you can purchase a kit from the pharmacy; you could pack your own box too, with a label that indicates itself as a first aid box, so that even a babysitter knows what the box is for and where it is kept in.

Always choose a durable, water-proof box that's easy to carry; it's easier to take the box to the child. The box should also have a child-proof lock and stored at a place that is out of a child's reach, yet accessible to adults during emergencies. Both mom and dad should regularly check the kit to replace expired medication or necessary items.

CONTENTS OF FIRST AID KIT

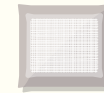
STERILE DRESSING AND PLASTER



Plasters : for small cuts and grazes.



Sterile pad : for cushioning wounds; used with plasters/bandages. Any clean, non-fluffy material (e.g. cloth scarf) can be used as a substitute.



Sterile wound dressing : for larger wounds; used to apply pressure to stop bleeding.

BANDAGES



Roller bandages : comes in rolls; used for binding wounds, supporting joints, holding dressings, providing pressure to stop bleeding/reduce swelling.



Triangular bandages : can be folded and used as a bandage/sling. Do not use for dressing large wounds and burns unless sterilised.

PROTECTIVE ITEMS



Disposable gloves : reduce infection risk when dressing wounds or dealing with any body fluids or waste.



Face shields or pocket masks : for rescue breaths - prevent cross infection.

OTHER ITEMS



Cleansing wipes : for cleaning the area around the wound.



Gauze : used for padding or to swab wounds when cleaning them.



Adhesive tape : for taping up dressings.



Antiseptic solution : for cleaning wounds; helps prevent infection.



Pins/clips : for holding bandages in place.

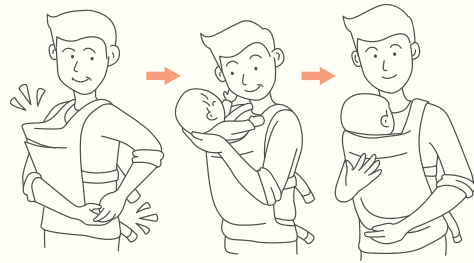


Scissors, shears, and tweezers : for cutting the right length or cutting the clothing to expose wounds.

Simple Essentials

THERE ARE BOTH SIMPLE AND TRICKY PROBLEMS TO DEAL WITH AS A NEW PARENT! THIS SECTION WOULD ASSIST YOU TO MAKE A MORE INFORMED DECISION.

'WEARING' YOUR BABY



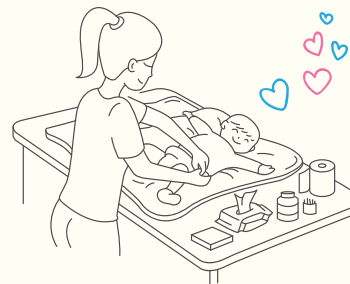
Now all you need is an adjustable baby carrier!

- Fasten **all** the necessary straps and adjust them, leaving some space for the baby.
- Gently slide him to face you and get some help if necessary.
- Make final adjustments to the straps, making sure that his back and neck is **fully** supported. His head should rest comfortably against your chest, either facing to the left or right.



BASIC SAFETY

- Always position your newborn with his chin up to ensure that his airway remains open. Never 'wear' him with his chin curled down toward his chest, as this might disrupt his breathing.
- Take extra care of his hips, as some baby carriers place them in an unhealthy position, especially when used for too long a time. His hips should be able to move freely.
- Be cautious and bend at your knees, not your waist.



OF DIAPERS AND POOP

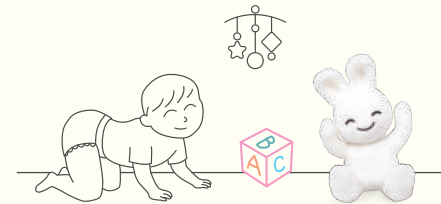
Changing the diaper is similar to any other skills that require frequent practice. Use a diaper mat to maintain hygiene. It is **also** useful for when there is any 'accidental leak' while you change his diapers. Just to be safe, make sure you do it on a **flat** surface and **always** make sure that your baby is not placed near any edge.

When it comes to selecting diapers, make sure that it breathes **well** and has a good absorbency that traps liquids **well**. Most importantly, it has to be **gentle** on his skin and comfortable enough to be worn for hours.

Do not forget to **also** find a diaper with a colour-changing wetness indicator, which helps alert you when it is time to change it. Meanwhile, check with your paediatrician if his poop is chalky, white, or streaked with red.

Note:
Flip to Chapter 9 for more tips on good hygiene!

BABY ESSENTIALS CHECKLIST



As parents, you could use more than just an extra pair of eyes and hands to care for your newborn child; you would need to be equipped with some simple yet essential items and ready to react at any of these given situations. Use the checklist to help identify what you already have and what you have to go get today.

Breastfeeding

- ☐ Muslin squares/wraps, for discreet public feeding and burping
- ☐ Breast pads for bras
- ☐ Nipple cream for sore nipples
- ☐ Nursing bras (if bought before the baby's birth, buy one cup size larger than the bra size when pregnant)
- ☐ Nursing pillow

Diaper-changing

- ☐ Two cartons of newborn-size diapers which has up to 720pcs (do not buy many in advance in case your baby is large or grows quickly)
- ☐ Diaper-changing pads
- ☐ Four water-proof pads for changing table
- ☐ Diaper rash ointment or nappy cream to prevent nappy rash
- ☐ Disposable baby wipes for cleaning the baby's bottom

Bath Time and Cleaning

- ☐ One infant bathing tub
- ☐ Diaper-changing pads
- ☐ 12 washcloths
- ☐ Baby-friendly soap and shampoo
- ☐ Soft-bristled baby brush and hair comb
- ☐ Mild soap detergent for laundry
- ☐ Cotton swabs

Nursery and Bedtime

- ☐ Crib and crib mattress
- ☐ Three water-proof mattress liners
- ☐ Four fitted crib sheets
- ☐ Two cotton blankets
- ☐ Two crib water-proof pads
- ☐ Receiving blankets
- ☐ Swaddle cloth
- ☐ Air-conditioning unit
- ☐ Night light

Other On-the-go Necessities

- ☐ Rear-facing infant car safety seat with head support padding
- ☐ Stroller
- ☐ Nail clippers or baby scissors
- ☐ Bulb nasal aspirator
- ☐ Lullaby CDs
- ☐ Diaper bag
- ☐ Baby digital thermometer
- ☐ Syringe for medicine
- ☐ Sling or soft-front baby carrier
- ☐ Sun shields for car windows
- ☐ Rattles and other baby toys



SMILE & SMILE JOURNEY WITH MERRIES

赤ちゃんの肌にずっとやさしい

From the moment your baby was born to the moment he or she can walk, Merries is always there for your baby with its soft, super absorbent and all-round breathability that is gentle to your baby's skin for all day long comfort.



Merries Super Premium Tape

7 gifts

For your precious baby's skin
from Merries diapers

Gentle
to the skin **1**

Based on
skin
research

A long lasting dry feeling - just like bare skin!

Reduce Stiffness :
one factor of skin irritation

3 layer
air-through system

1
2
3

Soft air-in-cushion

1st layer
Air-through
between multiple
fine waves on
3D sheet

2nd layer
Air passes
through the
absorbent layer

3rd layer
All-round
Breathable sheet



Soft
air-in-cushion **New**



3x⁺
air
volume

* Cubic volume average
compared with previous
Kao's convex part

Newly mounted on
center part's volume-absorbent zone!

Softer texture. Lasting softness!

So gentle to skin even after absorbing
a lot of pee.
Both side parts are made of multiple
fine waves(=convex-concave)!
To catch pee & poo, and not spread it.

**Continuous cushion soft
& dry feeling** for delicate skin!



Gentle
to the skin **2**

Soft poo leak guard



A newborn baby's poo
is wet and soft.
The irritants in the poo
may cause diaper rash
when the poo sticks to
your baby's skin. You
can prevent your baby
from developing diaper
rash by changing
diapers frequently and
choosing a diaper that
protects your baby's
delicate skin.



Instant soft poo absorption

Minimizes soft poo contact
with skin



3D side gather

Prevents side leakage



Back gathers for a snug fit

Helps avoid leakage

* For active babies (Size S,M,L,XL)

Gentle
to the skin **3**

superb absorbency

A newborn baby pees
up to 20 times a day!
To prevent your baby's
delicate skin from being
drenched in moisture, it
is important to choose
a diaper with excellent
absorbency.

Merries' unique block shaped absorbent
core instantly draws in and locks away pee,
leaving the diaper surface drier
for longer usage.



Back flow lock

Instantly absorbs and locks in moisture



Long-lasting absorbency

Pee will be secure until morning



Gentle
to the skin **4**

Ultra soft and fluffy surface

Your baby's skin is
only half as thick
as an adult's skin.



Gently hugs
baby's skin

Gentle
to the skin **6**

Soft Reusable Magic Seal



Round-corner is
so gentle to skin

Gentle
to the skin **5**

Merries bunnies cute designs



Gentle
to the skin **7**

Colour-changing Wetness Indicators



When the strips change colour to dark
green, it is time to change the diaper.

*Please note that the color may change from
shades of yellow to green on the strips of unused
diapers under hot and humid conditions.
However, this does not affect the quality of the diaper.

Merries Super Premium Pants



For an amazingly comfortable fit!
Good Design Award Winner

Exceptional Breathability Makes Merries A Joy To Wear!

おしっこしても / 汗をかいても /
おしりまるごとエアスルーで肌さらさら!



The design allows air to flow
freely between the diaper
and the skin, so your baby
can enjoy maximum dryness
and comfort 24 hours a day!



Gather to fit snugly
8<6<フィットギャザー

The gathers hold the diaper in place
at the waist so it does not slip,
no matter how active your baby is!



Prevent leakage
モレを防ぐガード

Secured absorbency throughout
the night till the next morning!



All-new Happy Pants!
Cute & Colourful designs.

6 designs (Each pack contains 2 designs).
Actual product colours and designs may vary from the illustrations.



Pamper baby's precious skin.

Breathable soft material. All parts in
contact with baby's skin are soft & gentle.



Colour-changing
Wetness Indicators

When the strips change colour to dark
green, it is time to change the diaper.

*Please note that the colour may change from
shades of yellow to green on the strips of unused
diapers under hot and humid conditions. However,
this does not affect the quality of the diaper.

Msize specially designed for baby's delicate skin.

2.5x stretchable width
Mom can put it on for
her baby easily.



3x
More
Breathable



The soft wavy surface allows air to flow
freely between the diaper and skin, so
your baby stays dry and comfortable.



— SMILE & SMILE JOURNEY WITH MERRIES —

赤ちゃんの肌にずっとやさしい

From the moment your baby was born to the moment he or she can walk, Merries is always there for your baby with its soft, super absorbent and all-round breathability that is gentle to your baby's skin for all day long comfort.







Get Ready, Daddy!

IT'S COMMON FOR FATHERS TO FEEL 'LEFT OUT' DURING A PREGNANCY. AFTER ALL, IT'S THE MUM WHO HAS TO TAKE HER ANTENATAL SUPPLEMENTS, EAT RIGHT, AND ATTEND REGULAR CHECKUPS AS HER BODY UNDERGOES MANY CHANGES. EVEN SO, FROM THE PREGNANCY AND LONG INTO YOUR CHILD'S LIFE, YOU HAVE A BIG PART TO PLAY AS A DAD. PARENTHOOD IS A PARTNERSHIP. DO NOT FEEL ANY 'LESSER' BECAUSE YOU COME INTO CONTACT WITH THE CHILD MUCH LATER-IT'S THE QUALITY (NOT THE QUANTITY) OF TIME SPENT TOGETHER THAT MATTERS!



FROM THE START

01

EMOTIONAL SUPPORT

In the 40 weeks while you and your partner wait for the baby's arrival, you need plenty of emotional strength for the both of you. Changes in your partner's body and hormone levels may cause her to experience a range of emotions.

02

PHYSICAL CHANGES

Many men are known to gain weight 'in sympathy' for their partners while expecting a baby. Your own dietary needs don't change in pregnancy, so resist the temptation! Make it a point to exercise together with your partner. Similarly, stop unhealthy habits, such as smoking and drinking, together. Passive or 'second-hand' smoke affects the baby.

03

MENTAL PREPARATION

Fatherhood often only becomes a reality at the moment of delivery. It can be overwhelming to see a tiny baby and realise you are responsible for his health, growth, and well-being for at least the next 21 years. Before you reach that stage, prepare yourself mentally for what's ahead.



READY OR NOT, HE'S ON THE WAY!

The bottom line is, when a baby is ready to be born, he'll come regardless if you're ready! Just remember that it is all right if you don't have everything readied by the time the baby arrives. If life is a journey rather than a destination, you and your partner are about to have a new 'travelling companion'.

GET YOUR HANDS DIRTY, TOO!

As a father, don't leave all the basics, such as feeding or changing diapers, to the mum—step in and do your part, too! Take every opportunity to bond with your baby by holding or hugging him as often as you can. By providing him with high levels of affection (by playing and responding to his cries), he will quickly form a strong attachment to you. So, no matter how busy you are, make it a point to set some time aside for your child, as most children see the time you spend with them as an indicator of your love for them.



PARENTING TOGETHER!

Embrace your fatherhood as you embark upon an exciting and rewarding experience of your life. While there is no one-size-fits-all approach to follow, there is little doubt on the importance of being a hands-on father in all aspects of raising a child.

Breastfeeding aside, you can often touch, hold, and talk to your baby; you can bond with them and help cuddle, rock, and comfort whenever they cry. Moreover, you can bathe and change their clothes and diapers; you can help bring them to the mother when they wake up at night and cry for a feed.



KEEP A POSITIVE RELATIONSHIP WITH YOUR SPOUSE

The way you treat her sets an example to your child—show her respect and love. Children growing up in an abusive environment are likely to treat their own spouses the same way when they become adults.

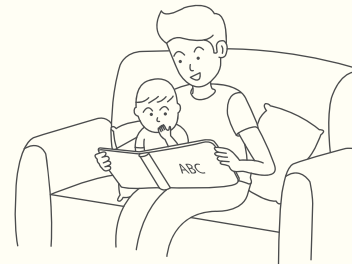
SPEND QUALITY TIME WITH YOUR CHILD

Bonding allows you to know them better and vice-versa, thus, giving you a better grasp of their emotional well-being. Ultimately, the value of your involvement lies in the quality of your interaction, not so much on the amount of time spent together. You play a unique role in their development, best performed through active, physical activities, such as badminton or football.



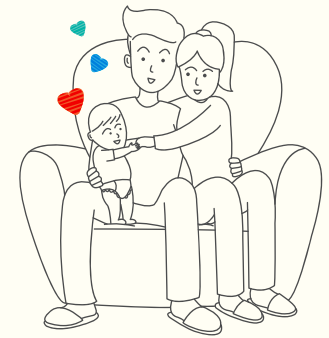
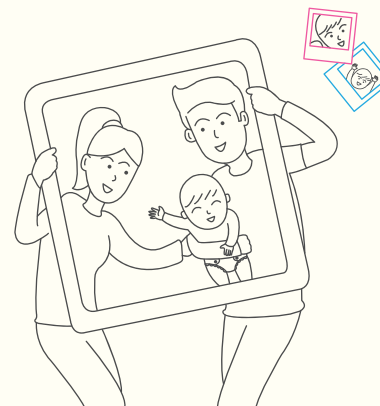
TEAMWORK FOSTERS CLOSER TIES

Try doing household chores together with your child; spend some quality time while instilling in him a sense of responsibility.



ENCOURAGE YOUR CHILD'S INTELLECTUAL GROWTH

Make the effort to stimulate his mind by reading to him, meeting with his teachers, or any other activity that focuses on his academics/intellectual ability.



AND BABY MAKES THREE!

Your baby's arrival brings you and your spouse closer; make the most of this opportunity to strengthen the relationship by talking to each other and sharing your thoughts and feelings—you will need to support each other.



SHOW THAT YOU CARE

Bond with your baby as often as you can. Although your nurturing may not be as openly expressive, your caring ways are equally important. It will be easier for the both of you to parent your baby, together; communication, cooperation, and compromise are keys to effective co-parenting.

Moms, your spouse will never know if you do not voice out your thoughts and feelings. Dads, just ask for guidance if you are eager to help but are uncertain of the ways. Just be mindful of your approach, especially when you're stressed.

Home, Safe Home

YOUR HOME IS WHERE YOUR HEART IS, WITH THE WARMTH AND SENSE OF SECURITY RADIATING FROM THE WALLS MAKING IT A SANCTUARY FOR YOUR FAMILY. HENCE, PARENTS MUST KEEP HOME SAFE, CONSIDERING THAT'S WHERE YOUR LITTLE ONE'S EARLY EXPLORATION OF THE WORLD BEGINS.



GENERAL TIPS



Accessories, cosmetics, stationaries, and clothes pegs.



Belts, ties, and raffia strings.

- Keep choking hazards such as accessories, cosmetics, stationaries, and clothes pegs locked in a secure storage box and keep it out of child's reach. Meanwhile, pick up food pieces fallen off during meal prep, immediately.
- Belts, ties, necklaces, raffia strings, land yard, and phone cables must be kept after use to prevent strangling.



Detergent and cleaning supplies.



Secure the doors

- Poisonous items such as detergent, cleaning supplies, and solvents must be kept in locked cupboards; don't leave medication and supplements lying around as children tend to mistake them for sweets.
- Secure the doors of cabinets, wardrobes, drawers, and shelves with child-proof locks to prevent your baby from getting trapped; secure unstable furniture (height greater than width) to wall or floor to avoid toppling over and injuring your child.



Cover sharp furniture



Use plug socket covers

- Cover sharp furniture corners with special corner guards that come in pretty shapes and colours.
- When charging devices, select higher plug sockets and shorten the cables; roll up the cables and use plug socket covers when not in use, so your baby won't stick his finger into the plug.



Keep unused plastics bags



Key is kept at place and out of baby's reach

- Keep unused plastic bags in storage compartments beyond your child's reach if you're planning to reuse and recycle. For disposal, punch holes and tie the plastics into knots.
- Ensure window grille can be opened from inside and its key is kept at a place you could remember and out of your baby's reach. Install smoke detectors in all rooms and test them regularly while changing the batteries twice a year.



BATHROOM

- Keep doors closed at all times. Don't leave pails or basins filled with water unattended; keep them closed if not in use. Drowning happens quickly even in waters less than 6cm.
- Never leave your baby unattended for any reason; they may slip and drown. Get your spouse to attend to the baby or your matters instead. If you're alone, wrap and bring the baby with you.
- If your baby is using a bathtub seat or support ring, make sure it is with adult supervision. The seat may overturn or your baby may slip out of the ring and into the water.



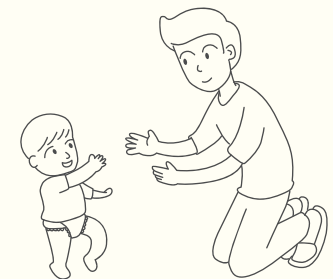
KITCHEN

- Keep your baby out of the area when you're busy preparing meals. Distraction poses danger for both you and the baby. Request your spouse to supervise.
- Sharp utensils and appliances must be kept in areas out of child's reach. If kept in cabinets and drawers, secure them with a child-proof lock.
- Hanging cords from appliances can be pulled easily, causing them to fall with the ingredients (which may be hot). Hide cords with cord covers or tape them down; unplug, roll, and keep them when not in use.

DAD'S ROLE



Besides attending to the baby during bath time when your wife is out dealing with another matter, you can help by emptying the tub while your wife dresses up the baby. Also, put away any item along the path that poses a potential hazard and notify your wife of the new spot you place the item you retrieved. Avoid nagging at each other, since cooperation is crucial in ensuring the baby's safety.



Never leave your baby unattended, ever. Supervision is a must especially when your baby grows and starts to move around while making his discoveries. Take turns to be with the baby and bond with them if both husband and wife are busy.

Home, Clean Home

BABIES AND CHILDREN UNDER THE AGE OF FIVE ARE MORE AT RISK OF INFECTION, BECAUSE THEIR IMMUNE SYSTEMS ARE NOT YET FULLY DEVELOPED. HENCE, A GOOD HYGIENE PRACTICE IS IMPORTANT, ESPECIALLY FOR THE FIRST FEW MONTHS.



FLOORS COME FIRST

Pay attention to the surface where baby will spend most of his time. This is important because a dirty surface may be full of microbes or other potentially harmful substances.

There are many ways to clean your floor, but why do it the hard way when you can go the modern route whilst making sure that the surface areas are kept spick n' span, just the right standards to accommodate your little one!

With the advent of baby-friendly disposable floor wipes, modern household can do without the hassle of the water bucket and squeezing mops. These wipes are versatile for virtually all types of surfaces (tile, linoleum, wooden, glass floorings, and etc.) and is able to capture dust as well as other harmful particles that conventional types of appliances may possibly miss.

JUST AS YOU ARE, SO AS YOUR BABY IS!

Maintaining good personal hygiene is key to minimising the spread of germs, bacteria, and viruses surrounding your newborn.

HYGIENE IN THE HOME

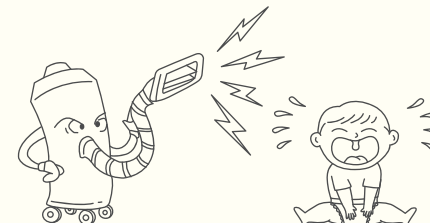
- Your hands and uncleaned surfaces may spread germs. Clean with a detergent and rinse thoroughly under water, or use a disinfectant for door handles and etc., effective against bacteria/viruses.
- Choose baby clothes and cot linen washable at high temperatures, and launder regularly to remove pathogens.
- Clean up vomit, faeces, or bodily fluids quickly with a disposable wipe.
- Cloths, wet wipes, and etc. are important for cleaning. Unless properly handled, they spread germs easily.
- Use disposable materials as damp cloths harbour germs, which likely multiply on the fibres, making disinfecting difficult.
- It is important not to become obsessed with creating a sterile environment. With the exception of babies, gradual exposure to microbes is important for priming the immune system.

How to Clean Smart

WHILE CLEANING A HOUSE MAY NOT BE A DIFFICULT TASK, IT CAN CERTAINLY BE DEMANDING. IN ORDER TO MAKE THE MOST OF YOUR LIMITED TIME, THE BEST THING TO DO IS TO MAKE SURE THAT YOU USE THE PROPER TOOLS FOR THE JOB.



So, what will you need to get started? Well, there is the classic broom and dustpan combo to help you sweep away the dirt. It often takes more time than you planned for, and can be hot and uncomfortable to do since you can't sweep with the fan on. The worst part, though, is from the standpoint of hygiene: brooms tend to sweep away remnant/small particles of dust/dirt, yet you will be using it to 'clean' your floor.



What about vacuum cleaners? While these are admittedly much more effective than the good old broom and dustpan combo, they tend to be noisy and a good unit can be very expensive to buy and maintain. A tip to remember: keep your home free of noise, as the peace from a good sleep helps in your baby's development.



CLEANING MADE EASY

This begs the question: "Is there a better way to keep your floor dirt-free?" A great alternative is to use a floor wipe system, which can help to cut down the time needed to clean your floor. Most of the floor wipe systems are easy to use and hygiene is less of an issue since you will be using disposable wipes. Look for a well-designed floor wiper to make cleaning the floor (yes, even under beds, sofas, or any other furniture) an easier task that will take you less time to do than with a broom and dustpan.



Narrow spaces



Quick



JAPAN'S NO.1* HOME CARE BRAND

The modern way of home cleaning that gets through your house chores quick and easy yet fun and time saving.

*No.1 by brand in Japan Home Care market (kitchen cleaner, bath cleaner, toilet cleaner) in terms of Sales Value based on SRI data of INTAGE Inc. (January 2017 to December 2018)



Product Highlights

LESS OF A WORKOUT; MORE OF A SOLUTION THAT WORKS.
QUICK AND EASY CLEANING WITH JUST ONE WIPE-MAGICLEAN

01

MAGICLEAN WIPER SET

"Just 1 Wipe"

- 360-degree dust-catching pattern and rotating head for more flexible cleaning
- Reaches gaps as narrow as 3cm!
- No fly-away dust or make any noises when used



02

MAGICLEAN HANDY DUSTER EXTENDABLE SET

"Just 1 Wipe"

- Slim and flexible body fits easily into tight spaces and gaps to clean hard-to-reach areas
- Soft fibres pick up dust easily from uneven surfaces
- Safe to use on TVs, PC screens, electronics, indoor plants, and decorative displays
- Multiple usage areas – Car interiors, window blinds, and etc.
- Disposable – Just replace with the duster refill and start dusting again



03

MAGICLEAN DRY SHEET (20s AND 40s)

One-wipe wonder

With a unique 3D micro fibres sheet, you could effectively capture dust, hair and pet fur.

Disposable

The sheets can be used on both sides and are easy to dispose.

Non-sticky sheet

Our dry sheets are not sticky, leaving no residue even when used to clean electrical appliances, fluorescent lights, furniture, wooden surfaces, and car interiors.



04

MAGICLEAN WET SHEET

Ready-moistened with liquid cleaner

Our sheets are treated so you could readily remove dirt, dust, stains, and spills effectively, with just one wipe.

Three-dimensional textured surface

While ensuring smoother gliding on all floor surfaces, the unique stretch-and-release methods trap dust and dirt in between fibres.

Anti-bacterial and deodorising qualities

Containing anti-bacterial properties, our sheets are more hygienic than traditional mops. Besides capturing microscopic dust that causes allergies, they also provide fresh outdoor scent when used to clean the floor.



LAVATORY

A dirty bathroom frustrates as much as the thought of cleaning it, but it doesn't have to. From the walls and floors to the seats and sinks, clean all corners in no time, with Magiclean scrub-free cleaning solutions - all it takes is a spray or squeeze!



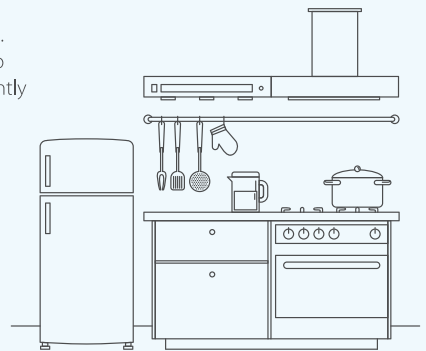
COOKING AREA

Cooking is time-consuming, but the cleaning after is even more. Besides removing greasy stains in 30 seconds, you can leave it to Magiclean anti-bacterial kitchen cleaning solutions to also instantly lift dirt off porcelain and stainless steel surfaces, from the stove, tiles, and even to ventilation fan and refrigerator.



No.1* in Peninsular Malaysia in Kitchen Cleaner Segment in Household Cleaner Category

*Based on Retail Index Service for the Household Cleaner Category for 12 months ending December 2017 in Peninsular Malaysia (copyright © 2018, The Nielsen Company (M) Sdn Bhd)



LIVING SPACE

Magiclean floor cleaner with "Magnet Tech" formula removes sticky stains 4x effectively for a thoroughly cleaned and non-sticky floor and quick drying so you can enjoy 2x more comfort on your feet.



— JAPAN'S NO.1* HOME CARE BRAND —

The modern way of home cleaning that gets through your house chores quick and easy yet fun and time saving.

*No.1 by brand in Japan Home Care market (kitchen cleaner, bath cleaner, toilet cleaner) in terms of Sales Value based on SRI data of INTAGE Inc. (January 2017 to December 2018)

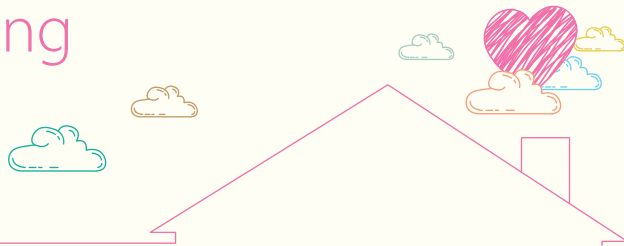








Sharing is Caring



UNDERSTANDING THE DEPTH OF HOUSEWORK

Stories of husbands giving up on housework due to wives complaining are plenty. The issue lies in their lack of appreciation. Both parties could only appreciate the true meaning of housework when the husband understands his wife's effort.



BE ON THE SAME PAGE - COMMUNICATE

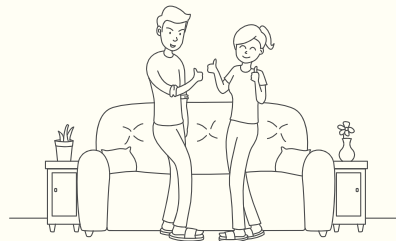
Although it is good that the husband helps with the housework, he could still consider it a woman's responsibility and that his job is more important. This affects the sharing of chores. Allocate some time to talk to each other and establish an understanding that everyone's responsibilities are equally important. Cooperation is only possible then.



GIVE COMPLIMENTS TO EACH OTHER

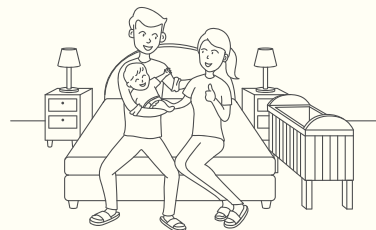
As men do not have as much experience doing housework, it is important that the wife gives her husband compliments and tell him the tricks he is unaware of without sounding bossy. This encourages him to help and do better the next time.

Also, create an environment where he could enjoy helping you, such as letting him place the seasoning bottles wherever he likes or choose whichever dishwashing liquid he prefers.



GIVE COMPLIMENTS IN FRONT OF THE CHILDREN

A wife's frequent complaints to the husband about housework could lead the children into thinking that the parents are unhappy together. It's a win-win to offer your husband compliments. Children who hear lots of compliments would also learn to offer them while aspiring to have a similar happy, married life.



HUSBANDS AND WIVES DOING LAUNDRY TOGETHER

01

DOING LAUNDRY AT A DIFFERENT TIME

The husband who works full-time cannot help his wife, who works part-time, with housework on weekdays. So, he actively helps on weekends.



Turning the shirt inside out so that the print on the surface does not come off when doing laundry.

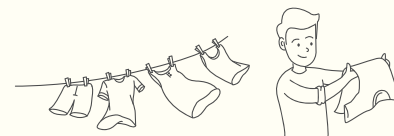
02

SHARING THE PROCESSES OF LAUNDRY

The wife who works full-time washes the clothes, while the husband, who also works full-time, hangs out the laundry. Whoever can do it, does it.



It is the wife's job to wash, and the husband's to hang out the laundry.

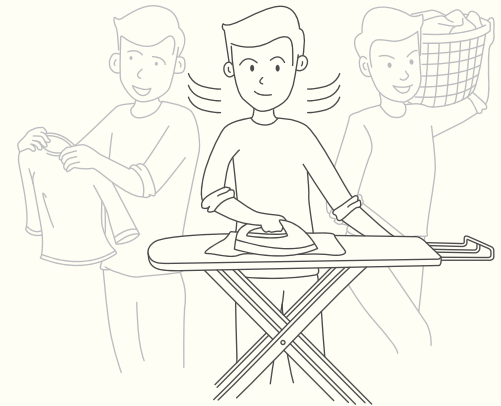


First one home retrieves and folds the laundry.

HUSBANDS ENGAGED IN HOUSEWORK DOING LAUNDRY

Our study has shown that men found laundry to be an easy task, and they voluntarily helped out. Meanwhile, some husbands revealed that they learned to do laundry while mimicking their wives and it urged them to start helping with other types of housework, even in choosing laundry detergents and cleaning products.

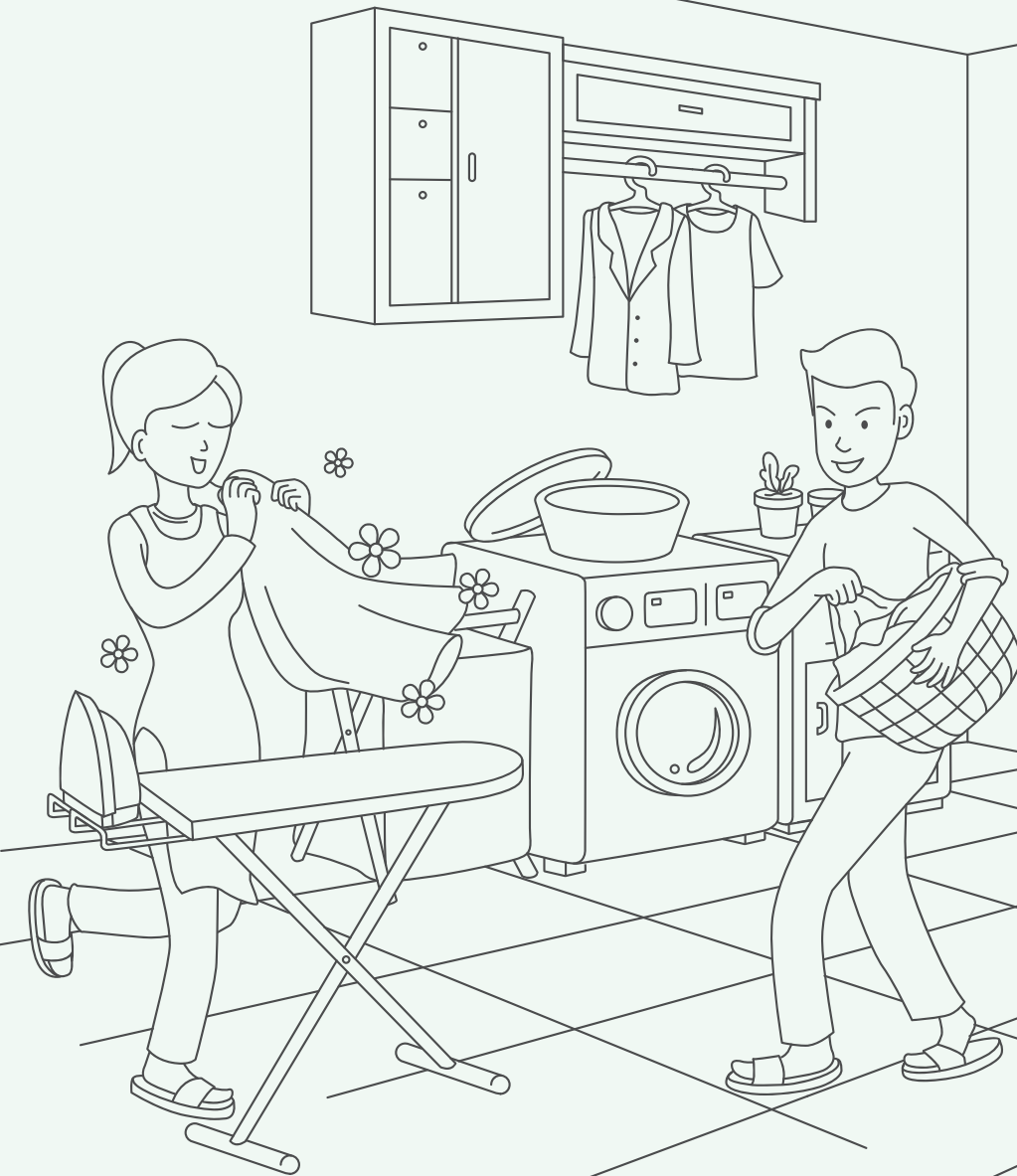
Use laundry as a starting point for you and your husband to review the way you do cleaning:



Ask him the kind of laundry detergent and softener he likes. This raises awareness between you and your husband towards laundry and other household chores.

Understand what bothers him about the laundry to raise his motivation of doing laundry.

** Information obtained from KAO Japan Lifestyle Research Center*



JAPAN'S NO.1* LAUNDRY DETERGENT BRAND

Superb & hygienic cleaning performance with a unique, innovative, advanced anti-bacterial formula for sweat odour prevention all day long.

*No.1 by brand in Japan Laundry Detergent market in terms of Sales Value based on SRI data of INTAGE Inc. (January 2015 to December 2018)



Product Highlights - Attack Liquid

EFFECTIVELY ATTACKS TOUGH STAINS, AND SPECIALLY FORMULATED WITH ADVANCED ANTI-BACTERIAL PROTECTION TO PREVENT BACTERIAL GROWTH ARISING FROM WASHING, DRYING, STORING AND WEARING, WHILE KEEPING SWEAT ODOUR PREVENTION ALL DAY LONG.

01

ATTACK LIQUID DETERGENT ULTRA POWER



- Whitens white
- Penetrates deeply into fabric fibres for a thorough clean
- Remove tough stains
- Refreshing fragrance & stay fresh all day long
- Suitable for overnight & indoor drying

02

ATTACK LIQUID DETERGENT + SOFTENER



- 2-in-1 Cleans & softens
- Penetrates deeply into fabric fibres for a thorough clean
- Remove tough stains
- Long lasting floral fragrance & stay fresh all day long
- Easy to iron

03

ATTACK LIQUID DETERGENT COLOUR



- Brightens Colour
- Penetrates deeply into fabric fibres for a thorough clean
- Remove tough stains
- Refreshing fragrance & stay fresh all day long
- Suitable for overnight & indoor drying

04

ATTACK LIQUID PERFUME DETERGENT (Floral and Fruity)



- Remove tough stains
- Penetrates deeply into fabric fibres for a thorough clean
- Suitable for overnight & indoor drying
- Long lasting floral/fruity fragrance & stay fresh all day long

Product Highlights - Attack Powder

01

ATTACK POWDER DETERGENT ULTRA POWER



- Whitens white
- Penetrates deeply into fabric fibres for a thorough clean
- Remove tough stains
- Refreshing fragrance & stay fresh all day long
- Suitable for overnight & indoor drying

03

ATTACK POWDER DETERGENT + COLOUR



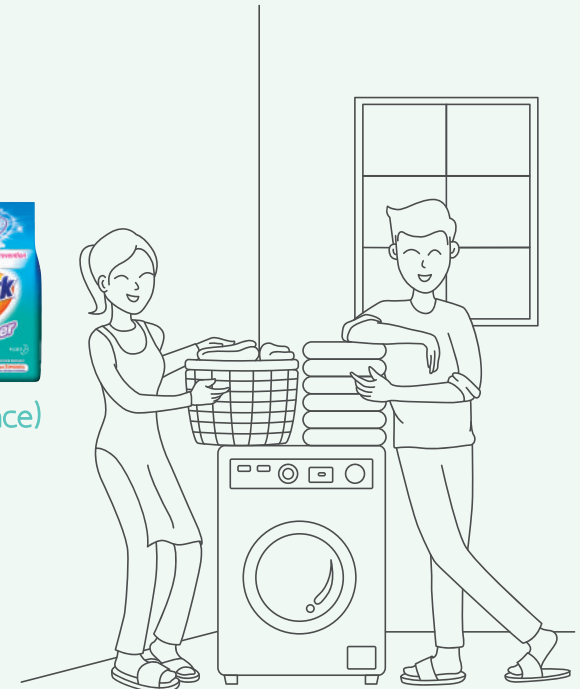
- Brightens Colour
- Penetrates deeply into fabric fibres for a thorough clean
- Remove tough stains
- Refreshing fragrance & stay fresh all day long
- Suitable for overnight & indoor drying

02

ATTACK POWDER DETERGENT + SOFTENER (Sweet Floral and Floral Romance)



- Remove tough stains
- Penetrates deeply into fabric fibres for a thorough clean
- Easy to iron
- Long lasting floral fragrance & stay fresh all day long
- 2-in-1 Cleans & softens





— JAPAN'S NO.1* LAUNDRY DETERGENT BRAND —

Superb & hygienic cleaning performance with a unique, innovative, advanced anti-bacterial formula for sweat odour prevention all day long.

*No.1 by brand in Japan Laundry Detergent market in terms of Sales Value based on SRI data of INTAGE Inc. (January 2015 to December 2018)









Parenting 101

THE JOURNEY INTO PARENTHOOD BEGINS WITH EMBRACING THE SITUATION, REGARDLESS THE OUTCOME.



PARENTING TAKES TEAMWORK

A couple could cope with the challenges of having a newborn by working together. Open communication ensures two people are on the same page and builds a harmonious household that aids in child development.



STAYING ON TOP OF THINGS

Spend enough time to interpret your baby's cries. Most common triggers include: hunger; soiled diaper; sleepiness; need to be held; tummy troubles; heat/cold; 'scratchy' clothing; teething; lack of/too much stimulation; feeling unwell.

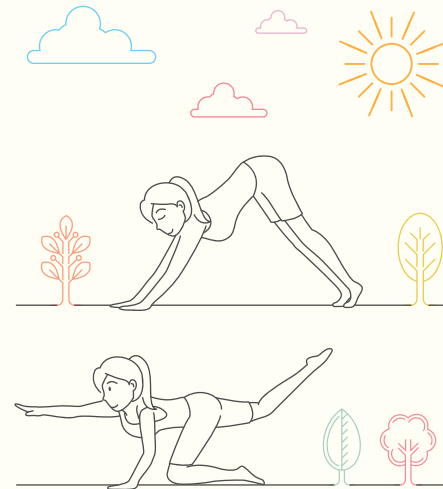


COPE WITH PARENTING STRESS

Do not neglect your health while taking care of the family. Learn to tell the signs and deal with stress—observe 15 seconds of silence to calm down and never channel frustrations on loved ones! Recharge yourself too with these tips:

- Spend some 'me' time – reconnect with self by trying something new. Take a walk in the park; read under a tree; gardening, and etc.
- Set your priorities – there is only so much you could do in a day. Identify what needs to be done.
- Perfection is a myth – perfection leads to exhaustion. Reminder: "Good is good enough!"
- Nurture the relationship – a relationship requires constant attention, and a baby doesn't change that!
- Ask for support – It is OK to ask for help or support of loved ones if you need it. You are only human.

EXERCISING AFTER PREGNANCY



An exercise does your mind and body good, like preventing postpartum depression and restoring muscle tone. Get the green light from your doctor before getting started. It is generally safe if you had a smooth vaginal delivery; consult your healthcare provider otherwise.

Exercise smart. Start slow if you are new to the active lifestyle. Beneficial exercises need not be strenuous. For starters, take a short 15 to 20-minute walk and gradually increase the intensity, speed, or duration when comfortable. Keep tabs on your breathing and make sure you could breathe with ease.

If you are a fitness buff, consider toning down your routine to be safe. Exercise in moderation; listen to your body; stop immediately if it does not feel right.

Some basic tips to remember:

- Warm up before an exercise; cool down after.
- Stay active. A little exercise is better than none.
- Avoid strenuous exercises in hot weather.
- Stay hydrated; drink plenty of water.

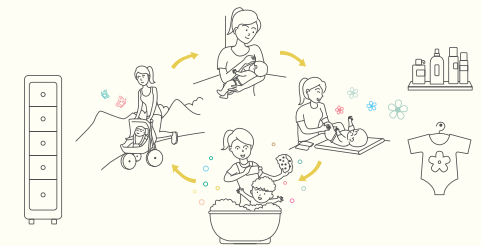
MANAGING YOUR TIME



Prioritise your workload. Besides completing house chores, looking after your newborn, breastfeeding, and changing diapers, the list goes on. Here are four steps to help you manage your time better:

1. Assess your time – pay attention to how it is spent; find which tasks can be put on hold or eliminated.
2. Prioritise your tasks – identify and complete more important tasks, or divide your to-do list to three parts: immediate tasks; tasks to be done within the week; tasks that could be delayed indefinitely.
3. Plan ahead – spend less time on day-to-day tasks and more time being productive.
4. Get organised – keeping things where you could easily find them saves you time and trouble.

MAXIMISE THE TIME WITH YOUR BABY



Make the most of the day-to-day rituals that let you connect with the baby, such as breastfeeding, bathing, changing diapers, and etc, and still do household chores like folding the laundry at the same time! Learn to multitask and spend as much time as possible interacting and be there for him.

Bonding through Senses

THE POWER OF TOUCH, ESPECIALLY OF LOVED ONES, IS SO PROFOUND, IT CAN BRIGHTEN ONE'S DAY. SIMILARLY, YOUR BABY FEELS LOVE, WARMTH, COMFORT, AND HAPPINESS UPON SKIN CONTACT WITH YOU; ONE CAN IMAGINE THE POSITIVE IMPACT THAT THESE FEEL-GOOD FACTORS FROM A SIMPLE ACTION HAVE IN HIS LIFE. WE ENCOURAGE MOTHERS AND FATHERS TO SEIZE THE BONDING OPPORTUNITY UPON DELIVERY; MOTHERS ARE VERY RECEPTIVE TO ESTABLISHING AN EMOTIONAL BOND IMMEDIATELY AFTER DELIVERY DUE TO THEIR HORMONES.



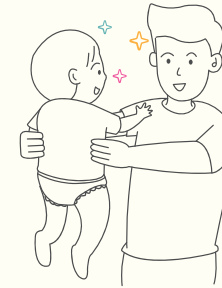
Mothers receiving early or prolonged contact show more affection towards their infants, suggesting a developed, close relationship. Likewise, the child would develop a great attachment with their parents.

Bonding positively influences the baby's development of their brain and language, cognitive, perceptual, and psycho-social abilities; bonding is how learning first takes place and is the source of self-esteem and the earliest model for trusting, intimate relationships.

BONDING THROUGH BABY'S FIRST 12 MONTHS

TIME FRAME	YOUR BABY	WHAT YOU SHOULD DO
First mth	Stays awake longer	Spend more time bonding with him
Second mth	His needs increase	Give him everything he needs
Third mth	Responds more actively to his environment	Help him adjust and be patient
Fourth mth	Takes an intellectual leap	Learn his new patterns and adjust
Fifth mth	Shows an even greater interest in his environment	Lead the way and grow along with him
Sixth mth	Gets to know his environment better	Be patient and adapt to his behaviour
Seventh mth	Is more adventurous	Play while educating him
Eighth mth	Becomes more mobile	Ensure that his surroundings are safe
Ninth mth	Has improved motor abilities	Establish limits
Tenth mth	Is more expressive emotionally	Be accommodating and give aid
Eleventh mth	Is imaginative	Be aware of his movements
Twelfth mth	Gets more complicated to handle	Understand and respond to his patterns of behaviour

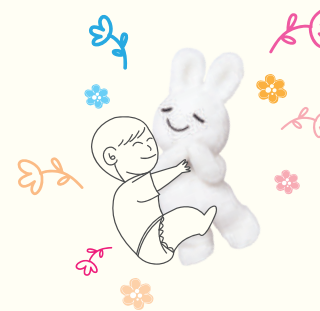
BONDS OF LOVE



SEEING IS BELIEVING

Eye contact is important in any interaction; studies have shown that babies naturally gravitate to faces that look at, and not away, from them.

Get and hold your baby's attention by looking at him with an animated or exaggerated facial expression, e.g. smiling, making faces, and etc.



THE POWER OF SCENTS

Newborns have a great sense of smell and instinctively know the scent of breast milk, which is why they turn their head to mothers when they're hungry.

Familiar smells, such as a favourite pillow, soothe your baby; he may even cling to it until he is much older, as the smell helps to relieve their stress. In fact, a study showed that, when exposed to familiar smells, babies cry less after a painful heel-stick procedure.

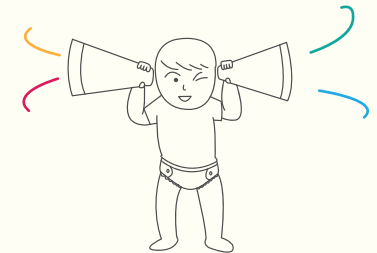


IMPORTANCE OF TOUCH

Studies have shown that children who received lots of care and attention, in the form of physical contact with their parents, are more resilient to pressure, frustration, and stress.

There is also a positive effect on their cognitive functions upon growing up, e.g. they tend to be more sociable, skilled individuals.

Newborns who receive a lot of parental touches also cope with pain better, e.g. they cry less or do so for a shorter period.



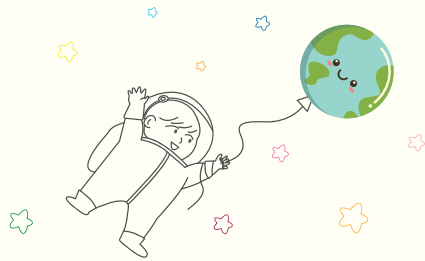
HEAR THIS

Research shows that babies prefer listening to human voices, especially a mother's. Newborns can recognise a mother's voice and connects her voice with her face.

Pre-term infants in hospital benefit from more exposure to their parents; a simple action, such as talking, reading or singing them a lullaby, helps in their growth and development.

Another study, using a computed tomography (CT) scan, showed that there was brain activity in the linguistic processing area of a child's brain; this was markedly higher when the child heard a mother's voice, as opposed to a stranger's, or even lower when listening to music.

It doesn't matter if he understands what you are saying; it is important that he hears your voice.



TASTING THE WORLD

Babies love exploring the world with their every sense. Hence, they tend to put things in their mouth!

Take extra care to make sure baby toys are clean and safe, i.e. no swallowable small parts or toxic substances present, such as lead-based paint.

Meanwhile, do take the necessary precautions to make sure the taste and texture are suitable for his age when it comes to complementary foods. Never give your baby food that cause choking hazards, such as whole sausages, meat/cheese chunks, grapes, large chunks of raw veggies or fruits, nuts, popcorn, hard candy, peanut butter, marshmallows or chewing gum.

At the same time, babies should be exposed to different textures, not only blended or mashed food.

LOVE AND SUPPORT



Bonding is the best and easiest if your husband, in-laws, and others are supportive; you could spend much time with the baby, quietly. Mothers, with constant support from pregnancy up to after delivery, tend to develop more confidence in parenting; they display more affection towards their babies and enjoy more satisfaction from caring and remain responsive. This is crucial for mothers with pre-term babies or those with special needs.



DON'T LET DIGITAL BE A REPLACEMENT FOR PARENTING

Electronic gadgets are becoming a 'digital nanny', as parents take the easy route by handing out a gadget to their toddler to watch shows or play games, in exchange for peace and quiet.

However, doing so is risky if it becomes an integral part of your child's life. An innocent way to pass the time could become a dangerous habit, and children as young as four are reportedly addicted. Allowing toddlers to play with these devices excessively could lead to a dependence toward technology, causing serious long-term effects.

You need to set limits for the family. There is no 'one-size-fits-all' method to achieving this, hence, you need to exercise your discretion. Some useful methods include:

- Scheduling your child's screen time and adhere to your limit, e.g. no screen time before bed or during a meal.
- Discuss with your child about the use of electronic gadgets, i.e. the time and place they should use and stop using the devices; retain control of gadgets, install parental app/programme or set passwords, so he won't gain easy access.
- Encouraging 'tech-free' conversations, where devices should be put aside during a conversation. Teach your child to hold eye contact during conversations; encourage them to give their full attention.
- Placing the computer in a common area discourages your child from abusing his computer privileges; you can easily keep an eye on him. Consider limiting his internet access by making sure surfing is only allowed in your presence. Install a computer programme or set up your modem/router to only allow access at certain times of the day.

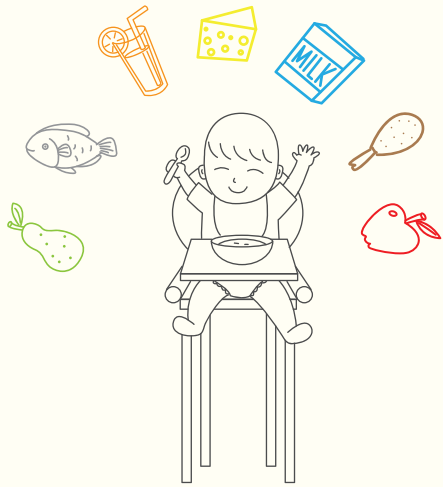
Healthy Eating / Eating for Baby and Me

LET'S GET STARTED

YOUR BABY AND FAMILY WON'T GO WRONG WITH BALANCED MEALS, WITH A VARIETY OF FOOD (BMV) AS PER OUR MALAYSIAN FOOD PYRAMID, IN MODERATE PORTIONS. HOWEVER, AS MUCH AS YOU WANT TO PROVIDE GOOD NUTRITION FOR EVERYONE, DO NOTE THE APPROPRIATE FOOD TEXTURE AND PREPARATION METHODS FOR THE BABY. HERE'S A LIST FOR YOU TO FAMILIARISE WITH AND GET STARTED.

TEXTURES AND BENEFITS OF BABY FOODS

AGE	FOOD TO GIVE	TEXTURE OF THE FOOD	BENEFITS
6 mths 2-3 times/day Continue breastfeeding	Fortified baby cereal, rice porridge, potato, sweet potato, and pumpkin.	Smooth and lump-free. Liquid consistency.	Fortified with iron, probiotics, vitamins, and carbohydrates.
	Banana, papaya, mango, apple, pear, and orange.	Puree or diluted juice	Vitamin B, B6, and C, potassium, anti-oxidant, folate, and fibre.
6-8 mths 2-3 times/day Continue breastfeeding	Rice porridge with mashed tofu, finely ground anchovies, and mashed egg yolk. Introduce accompanying food one at a time.	Smooth and lump-free. Softened and mashed. Fruit juices to dilute.	Carbohydrate with calcium, protein, and zinc.
	Leafy greens, peas, and carrots.		Folate, iron, zinc, vitamin A, and K.
	Banana, papaya, mango, apple, pear, and orange.		Vitamin B, B6, and C, potassium, anti-oxidant, folate, and fibre.
9-11 mths 3-4 times/day Before breastfeeding	Porridge with: • chicken, fish or eggs. • Carrot, potato or sweet potato. • Leafy greens	Minced, diced, finely chopped soft food.	Carbohydrate with protein, zinc, iron, vitamin A, K, and folate.
	Banana, papaya, mango, apple, pear, and orange.	Soft and small sizes. Juices don't need to be diluted but don't add additional sugar.	Vitamin B, B6, and C, potassium, anti-oxidant, folate, and fibre.
1-2 years 1-2 times/day Include nutritious snacks in between	Cooked rice and noodles (including kuey teow, mee hoon, and mee.)	Cut into short pieces	Carbohydrate
	Wheat cereals and soft bread (observe for allergies)	Small bite-sized pieces	Carbohydrate, protein, fibre, B-vitamins, folate, thiamine, iron, and etc.
	Banana, papaya, mango, apple, pear, and orange. Chopped vegetables, including green leafy vegetables.	Soft food in bite-sized pieces Juices don't need to be diluted but don't add additional sugar.	Vitamin B, B6, and C, potassium, anti-oxidant, folate, and fibre. Folate, iron, zinc, vitamin A, C, and K.



Here are some other ingredients you can give to your baby to meet his nutritional needs:

Protein	Meat, fish, eggs, peas, beans, lentils, and etc.
Iron	Red meat, liver, prune juice, dark green leafy vegetables, and etc.
Zinc	Oysters cooked in porridge or soup (never raw), chicken, beef, peas, beans, lentils, and etc.
Calcium	Oysters cooked in porridge or soup (never raw), chicken, beef, peas, beans, lentils, and etc.
Vitamin A	Dairy products, liver, eggs, carrots, pumpkins, papaya, and etc.
Vitamin C	Orange, papaya, tomato, guava, and etc.
Folate	Dark green leafy vegetables, peas, orange, and etc.

Some pointers to take note:

- When a new food is introduced, serve the same new food for 3-7 days and observe for any potential allergic reaction. Same goes for new accompanying food, which you are mixing with the carbohydrate, like porridge. If your baby shows signs of dislike, don't give up. Try again another day for the next few days, as he may not be used to it.
- When giving fruit juices, dilute it with equal amount of water to thin down the natural sugar content.
- When your baby is about 18 months of age, fruits with edible skin like apple and pear need not be peeled, as the skin is a good source of fibre.
- Avoid giving fruits that are round or slippery, which may cause choking.
- At 1-2 years, your baby can eat the same food prepared for the whole family, easing your kitchen preparation. Bear in mind the salt, sugar, and oil, which are best omitted from your baby's portion. You can first dish out your baby's portion, and then add the necessary flavourings for the adults'. Keep them at a minimum, as you would want to maintain a healthy diet yourself.
- As you feed your baby with table food, they still need to be soft, tender, and in smaller sizes. Hard foods are best skipped than cutting them into smaller pieces to avoid choking.

There will be days when dads have to play chef. Not sure what these preparation term means? The tips in the table below should come in handy for daddy chefs!

METHOD	WHAT IS IT	RECOMMENDED FOOD
Boiling	Heating liquid (usually water) with solid food placed in it 	Boil vegetables (e.g. carrot, spinach, and celery) to make vegetable stock that can be added to porridge. Chicken and meat can also be boiled. Not recommended for vegetables and meat to be eaten after boiling, as nutrients will be lost in the water.
Steaming	Heating a stack of containers on a rack, above boiling water. 	Harder fruits and vegetables, e.g. pumpkin, carrot, and apple. Also consider chicken, meat, eggs, and peas.
Mashing	Squashing soft food with a fork or masher until it turns into a smooth paste 	Banana, steamed pumpkin, potato or sweet potato, peas, carrot, cauliflower, and tofu. If the texture is too firm, add some expressed breast milk or stock when mashing.
Pureeing	Using a blender to turn food into a soft, runny paste. 	Harder fruits and vegetables, e.g. pumpkin, carrot, and apple. Also consider chicken, meat, eggs, and peas.
Juicing	Extracting the juice from fruits and vegetables by blending with water, then straining the fibre out and leaving the liquid. 	Steamed fruits (apple and pear) and hard vegetables (carrot, pumpkin, and cauliflower)

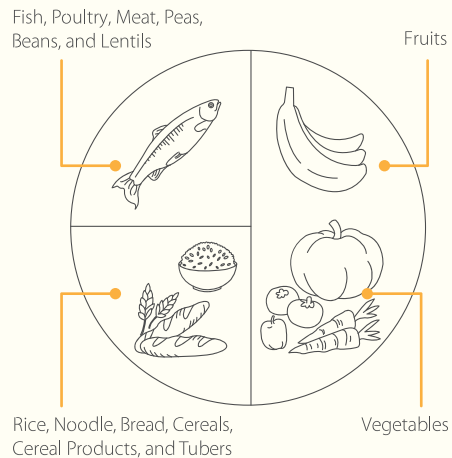
BMV isn't the only rule for eating healthily as you prepare food for your baby and yourself; there are also other principles that you can adopt:

- A variety of rainbow colours—yellow or orange, red, white or brown, green and blue or purple offering its respective health benefits.
- Healthy cooking methods, with steaming, boiling, and blanching involving very little oil. Same goes for stir-fry. You can also opt to bake or grill your food. Use an air-fryer for deep-frying since it uses little to no oil; keep deep-frying to a minimum, as there is a lot of oil consumption and cleaning up is tedious.

HEALTHY EATING FOR ALL

The Ministry of Health Malaysia officially unveiled the Malaysian Healthy Plate in 2016, a visual tool that shows the proportion of food groups to be eaten during a meal to achieve a balanced and healthy diet.

MALAYSIAN HEALTHY PLATE



#QUARTERQUARTERHALF

In addition, the Malaysian Healthy Plate Guidelines incorporate five key recommendations/messages, accompanying the Malaysian Healthy Plate visual to

guide Malaysians to changing dietary habits towards healthier eating patterns and combat non-communicable diseases.

1. Consume three (3) regular, healthy main meals every day.
2. Consume 1-2 servings of healthy snacks between meals when necessary.
3. Consume at least half your grains from whole grains.
4. Consume non-fried and santan-free dishes every day.
5. Consume home-cooked foods more often.

FOOD STORAGE TIPS



STORE IT ASAP!

Fresh foods, which are perishables, spoil quickly. These items should be bought last during grocery shopping and kept in the fridge or freezer once arriving home; never do groceries and run other errands with your purchases left inside the car.



STRAIGHT TO THE FREEZER

Freezing prevents microorganisms from multiplying and spoiling the food; it also preserves the food texture. The temperature should be set at -18°C ; keep foods that you don't cook immediately or anytime soon, such as fish, poultry, meat, shellfish, frozen vegetables, and etc.

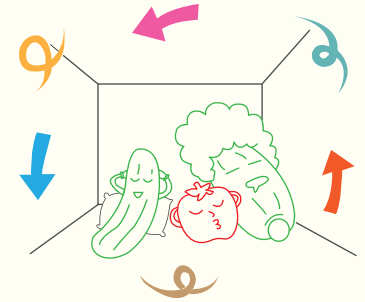
If you have a large amount of food to be frozen, packed them separately according to cooking portions, so that you only thaw the portion you need; thawing and refreezing invites food poisoning!



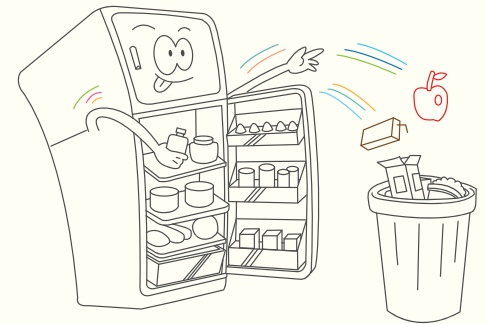
STRAIGHT TO THE FRIDGE

Refrigerating foods has a different purpose. The ideal temperature should be between $4\text{--}5^{\circ}\text{C}$; any temperature higher/warmer spoils the food quickly, and lower/cooler freezes the food instead. Fruits, vegetables, juices, and eggs should be kept in the fridge to expand their lifespan. When cooking

something from the freezer, transfer them to the fridge for thawing overnight; place the frozen food at the bottom shelf of the fridge to prevent any liquid from dripping onto other food. Marinated food should go to the fridge and not left in room temperature.



If you store leftover meals from the day before, avoid putting raw and fresh food with that cooked food; containers for keeping leftover food should be covered to prevent cross-contamination.



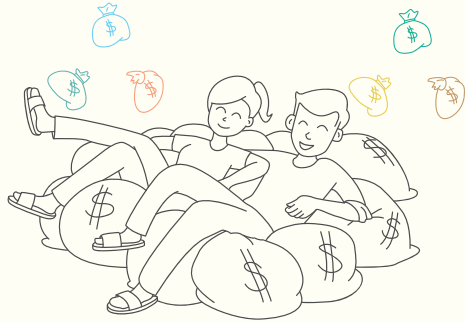
CLEAN AND DEFROST YOUR FRIDGE REGULARLY

Keep the fridge sanitised by cleaning the inside and outside surfaces with warm, soapy water, regularly, every month; clean right into the corners of your fridge. For odour-control, use baking soda and warm water. If your fridge fails or the power goes off, keep the fridge and freezer doors closed; avoid opening it unduly. This way, the fridge will keep food cold for about four hours.

Budgeting for the Baby

RAISING A BABY INVOLVES A GREAT AMOUNT OF EXPENDITURE. WITH RISING HEALTHCARE AND LIVING COSTS, IT IS BECOMING EASIER TO EXCEED YOUR BUDGET.

HERE'S A LOOK AT WHAT YOU CAN DO ABOUT IT:



START SAVING EARLY

Every bit you put aside now goes a long way toward easing your financial burden later, such as an unforeseen spending to cure an illness.

PLAN AND STICK TO YOUR BUDGET

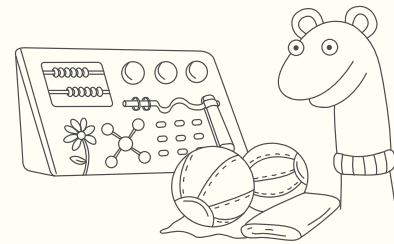
Plan ahead and shop in bulk during a sale, but shop smart. Bulk purchase is not practical when the baby is in the middle of toilet training, as he no longer needs them much; always check the expiry dates before purchasing.

GO FOR HAND-ME-DOWNS

Chances are that they would be willing to give them away. Make sure to take good care of them, so that you can pass them on to others.

CURB IMPULSE SPENDING

Mum and baby fairs can be a fascinating place to visit, but be sure to have a shopping list or you might end up buying things you don't need simply because they are cheap; same goes for grocery shopping.



HARNESS YOUR CREATIVITY

Most parents tend to spend a lot on toys. Rather than buying expensive toys, it is more fulfilling for you to make them. Set aside some time every weekend for little toy-building! Here are some ideas to get you started:

- Make sock puppets and stage a play. Your little one can play along as he grows.
- Make a ball out of old clothes. He can have fun cuddling or throwing it around!
- Make an activity board. This would definitely attract his attention for hours on end!

You could also get inspiration from window-shopping! Visit the baby's section at a toy store. With different types of toys to offer, you would be able to come up with new DIY ideas; peek at the toys' recommended age range to have a better idea of the suitable toy that appeals to him as he grows.

THE BABY WANTS YOU!

Now knowing how you could have a baby without breaking your bank, there's one more thing you should know—the baby doesn't care about that at all! Just make sure you spend quality time with him, without any form of distractions.

Note:

Be sure to keep the "The Secret to My Modern Parenthood" guide with you at all times!

SECRETS TO THE MODERN PARENTHOOD

After discovering tips and tricks, as well as learning new knowledge, in all of our earlier chapters, now is the chance for you to gain valuable insights into the modern parenthood! Check out these selected few testimonials from key opinion leaders, parents, and experts:

"In modern parenting, it is essential during the developing years of your child for both parents to be attending to the child's need with a consensus in terms of approach. We can't have one parent flying north while the other is flying south. Communication is key in all aspects and respect your child's need to grow up intelligently, both physically and spiritually. Never deny the child his/her childhood. Nurture them with what is essential for their mental and physical growth. Never allow them to grow as a shell with no soul. Allow them to make mistakes and learn from it so they grow up wiser. Be a parent, a teacher and a friend to your children."

Nazri Ibrahim, Senior Legal Consultant - Father of two boys.

"As we watch our kids grow up day by day, we tend to talk to them like friends. Adapt to the change where every little moment is a blessing. It's also important to take your time to learn about each other. Always remember to love one another and be considerate. Parenthood is a beautiful moment as we grow together."

Lee Yen Chong - Director of Hospitality Kitchen

"Parents today tend to focus too much on the trivial things and get overly stress about them, losing sight of the beautiful moments in front of them. My advice would be to enjoy these moments of parenthood to the fullest and share the parenting journey with your partner as this is key in nurturing a family."

Parween Doraisingam, Associate Director, Business Initiatives, Royal Bank of Canada

"A family that eats together stays together. A family that stays together enjoys life together. Similar to good food, quality ingredients are essential to good family dynamics. I believe true happiness comes from togetherness."

Ab Malek bin Idrus, Founder of Idrussons Technique Resources - Father of four boys.

chapter 18 / 76



THE NEW PARENT MONTHLY JOURNAL

Celebrating your baby's growth and development with us.

Never Miss a Moment

THIS JOURNAL LETS YOU DOCUMENT MEMORABLE EVENTS EXPECTED TO UNFOLD WITHIN THE FIRST YEAR OF YOUR BABY'S ARRIVAL. BY DOING SO, YOU COULD LOOK FORWARD TO REVISITING THOSE PRICELESS MOMENTS IN THE FUTURE.



The Birth of Happiness

FINALLY! WELCOME TO THE FAMILY.
MUMMY AND DADDY HAVE BEEN WAITING LONG.

WE'RE NAMING OUR PRINCE(SS)

ARRIVED ON (DATE)

ARRIVED AT (TIME)

WEIGHING (WEIGHT)

MEASURING (LENGTH)



Baby's First

OUR LIL' ONE'S MILESTONES

FIRST TIME

FIRST TIME

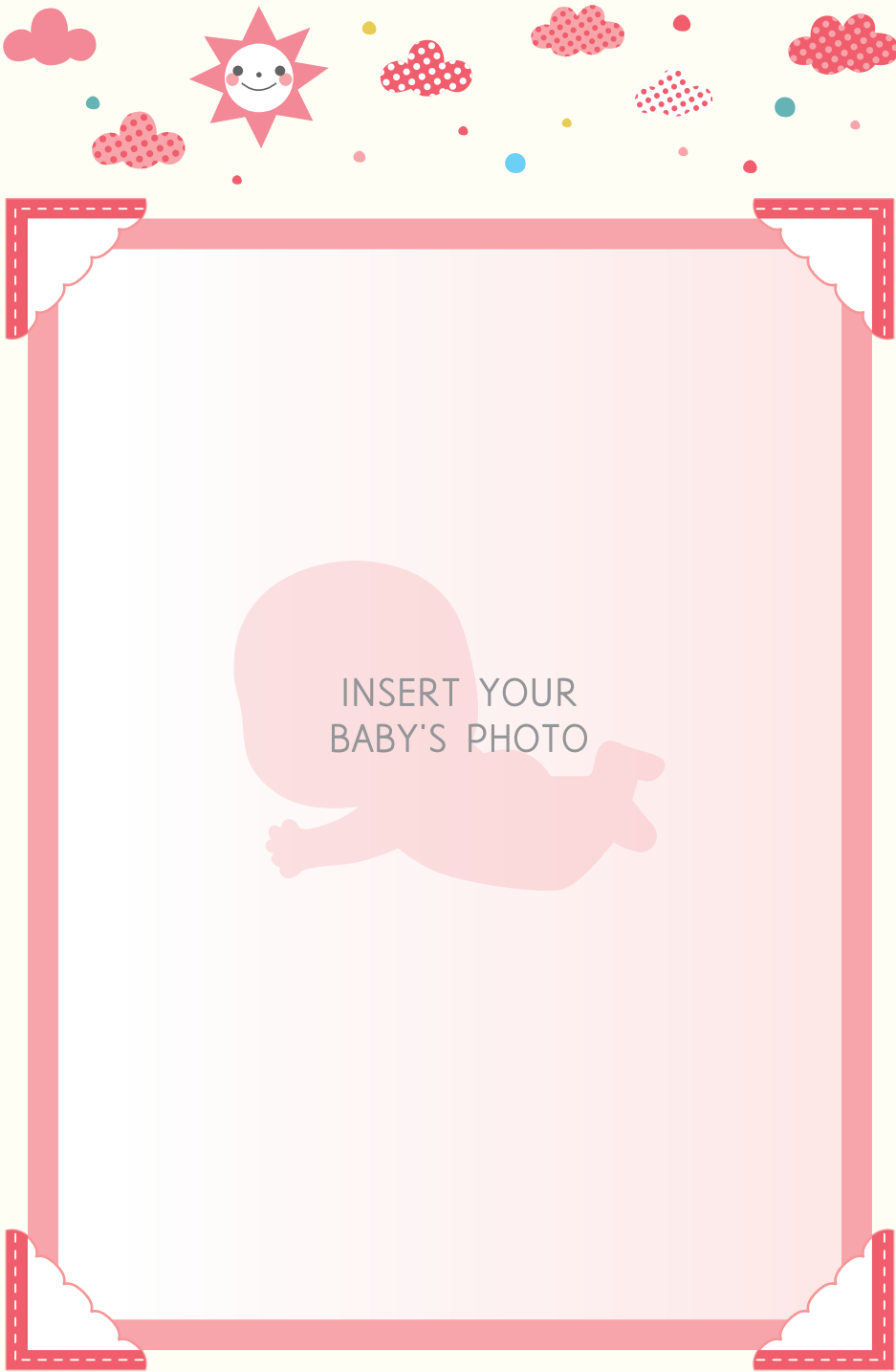
FIRST TIME

FIRST TIME

FIRST TIME

FIRST TIME

FIRST TIME



First Year of Arrival - Month One

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Two

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



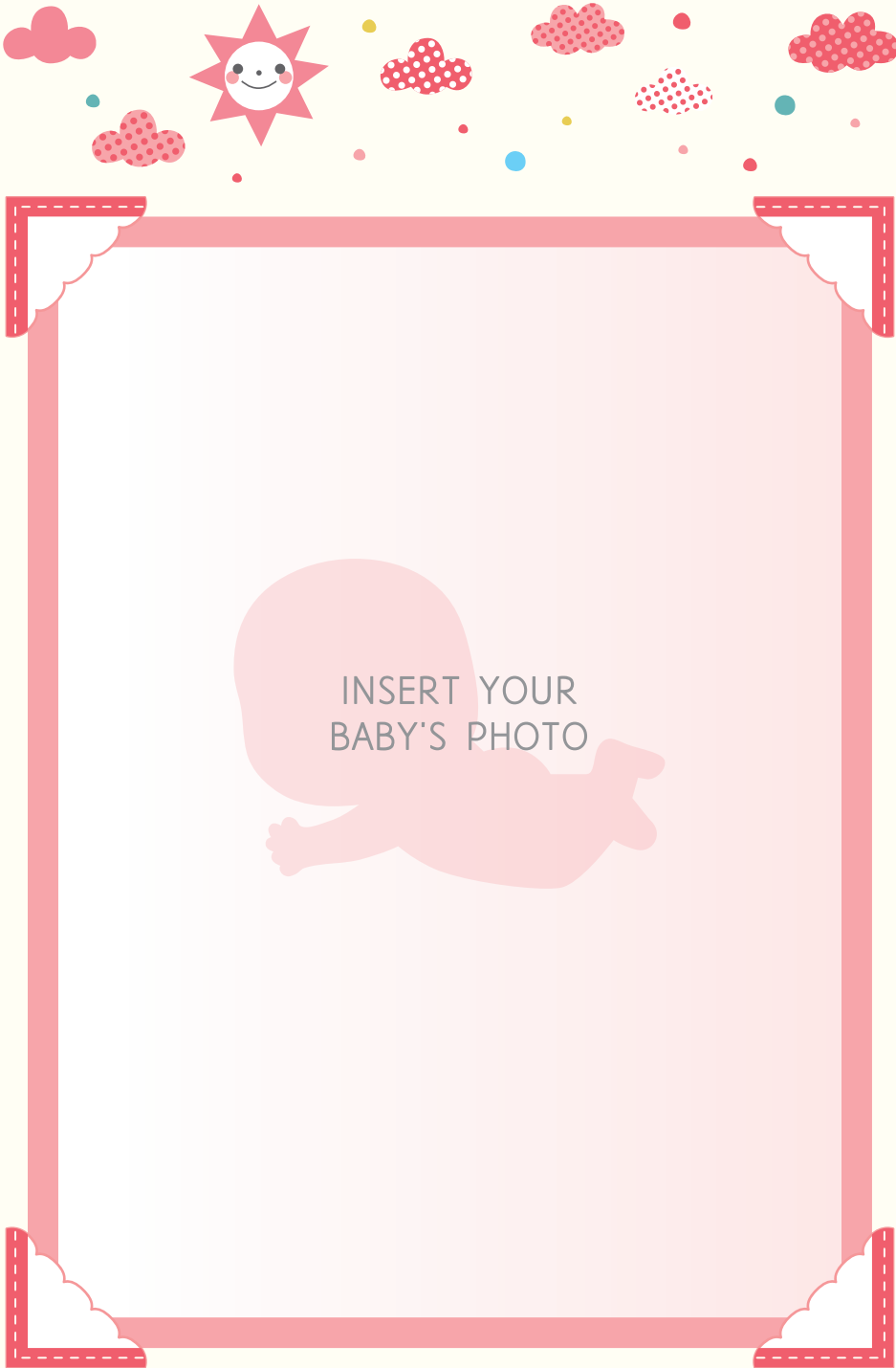
First Year of Arrival - Month Three

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Four

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Five

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



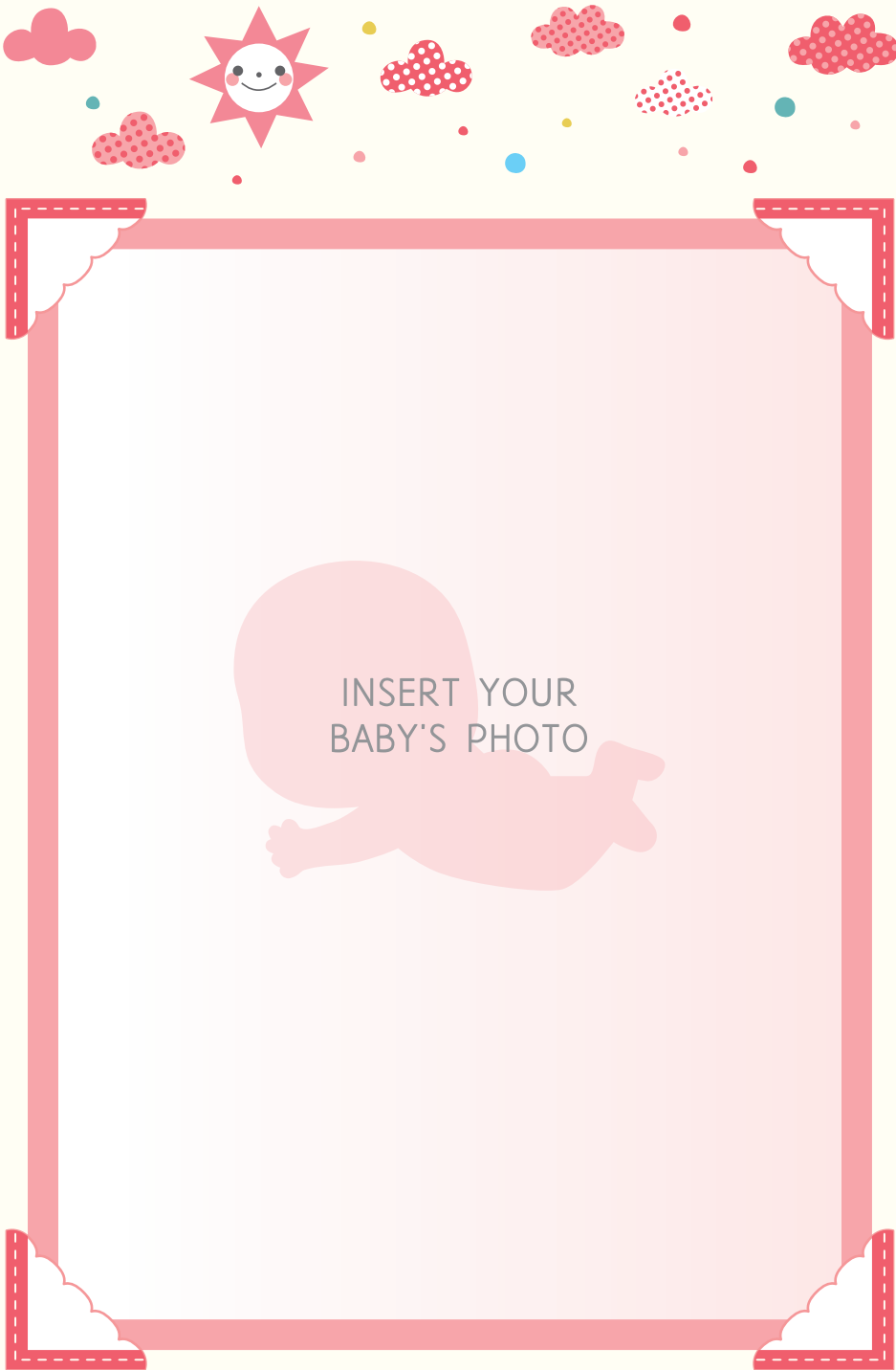
First Year of Arrival - Month Six

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Seven

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Eight

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



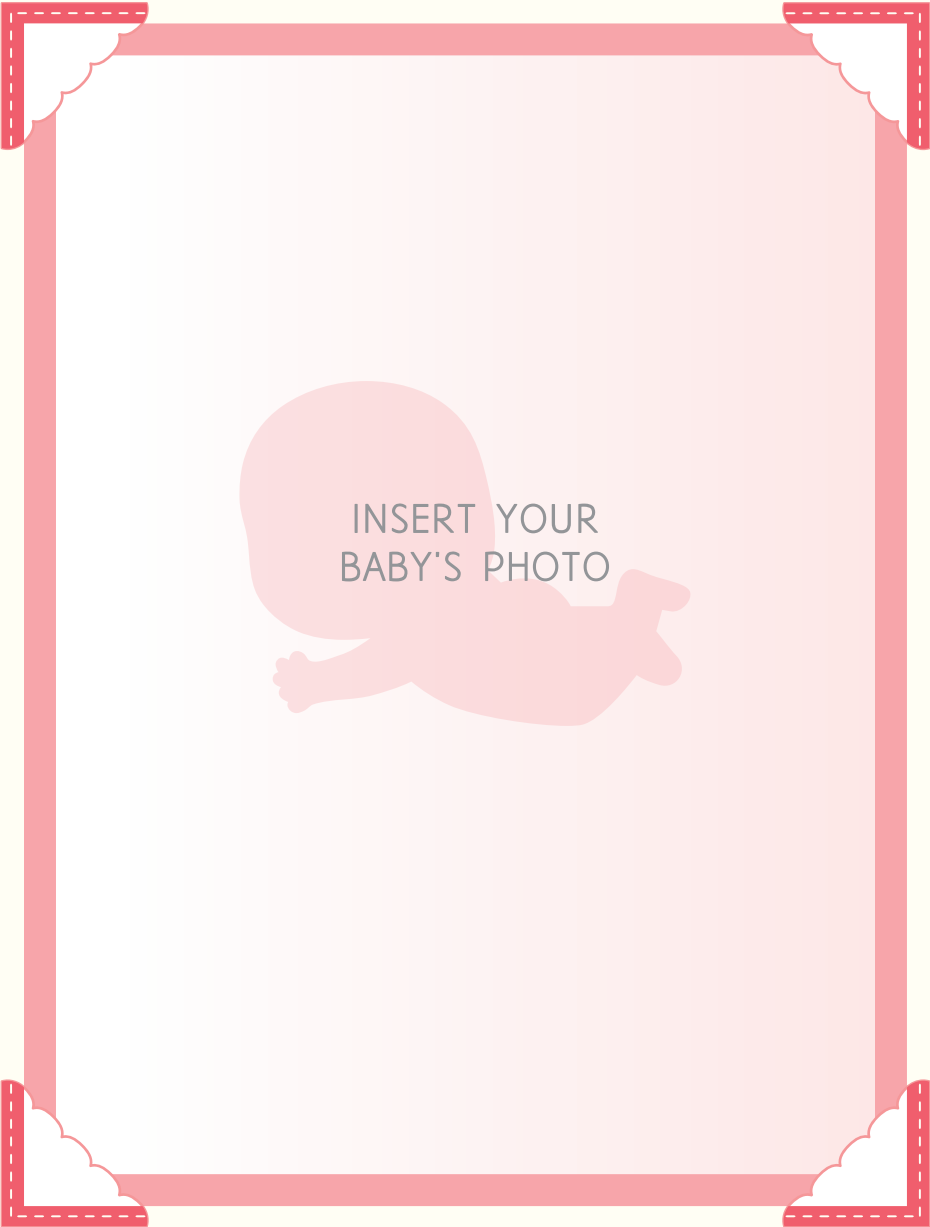
First Year of Arrival - Month Nine

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Ten

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



First Year of Arrival - Month Eleven

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



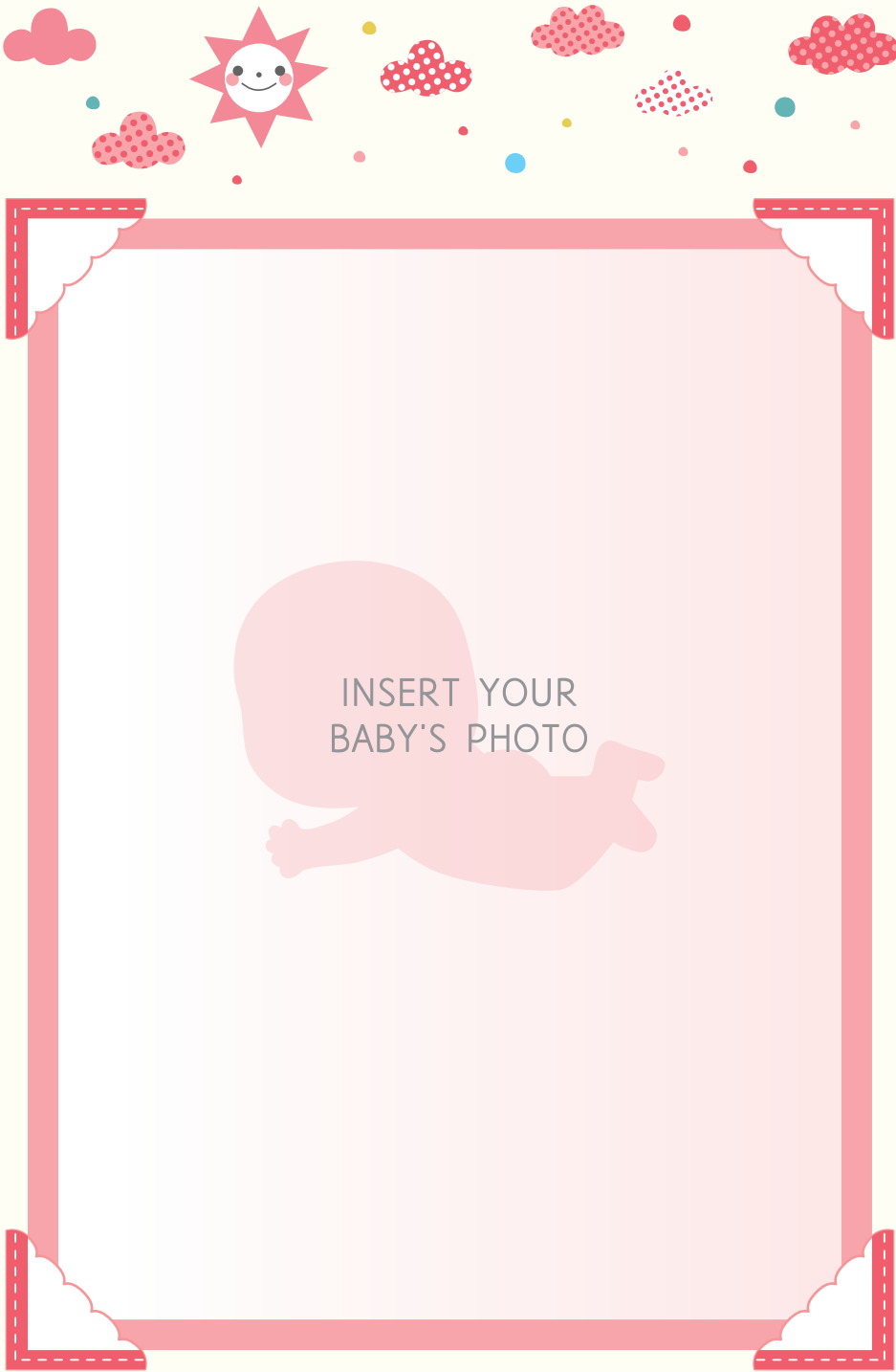
First Year of Arrival - Month Twelve

ALRIGHT! HERE WE GO. LET'S START DOCUMENTING THE JOURNEY OF GROWTH AND LEARNING.

WEIGHT

HEIGHT

MOMENT



Other Memorable Moments

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Other Memorable Moments

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Other Memorable Moments

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Positive Parenting is the **Official Parenting Educational Arm of the Malaysian Paediatric Association** since Year 2000.

Positive Parenting is Malaysia's *most **authoritative reference*** relied upon by Malaysian parents as their trusted companion through the journey of parenthood.

Interested to receive a complimentary issue of Positive Parenting Guide? Subscribe with us via



parentcare@mypositiveparenting.com

chapter 19 / 113