

ISSUE 113 | OCTOBER 2020 | AED 15

# Mother Baby & Child

HOW VIRTUAL  
LEARNING IS  
HELPING SHY  
CHILDREN

GETTING KIDS TO  
TIDY THEIR ROOMS

EVERYTHING YOU  
NEED TO KNOW  
ABOUT BREAST  
CANCER

# HOW TO RAISE A HAPPY CHILD



*Win a Staycation*



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# EDITOR'S LETTER



## *Hello Mum!*

Welcome to the October issue! This is Breast Cancer Awareness month, so we are carrying a special article (p. 22) that gives you the run-down of facts about this important issue. The chances are that you are too young for this to affect you, as the condition is much more likely to affect older women. But we've given you some facts and tips to be aware of, with the most important message being that regular screening and early detection are the biggest keys to keeping women safe. I was secretly hoping this might be a useful article for you to nag your own mothers about scheduling a regular screening with their doctors.

Our cover story this month (p. 28) looks at ways parents can impact their children to be happy and grow into fulfilled, confident, successful and happy young adults. Not surprisingly, making kids happy on this level does not involve providing sweets and chocolate on demand, but the article does give some fascinating pointers from the experts and their research.

Finally, we know that America is gripped by election fever this month as the countdown is on for people to vote and determine who wins the presidency. Well, we have our own election fever going on at the moment and we also need your votes! The Mother, Baby & Child Awards is the biggest opportunity of the year to thank and acknowledge the hospitals, schools, brands, services and individuals that work so hard to support us, our children and our families. They feed us, clothe us, educate our children, look after us when we need healthcare help, inspire us and provide the entertainment and facilities that help us grow, bond and create great memories as a family.

I'd be very grateful to see you going to the Mother, Baby & Child website to cast your vote, and we'll be entering every voter into a draw to win a fabulous staycation break in Marbella, Spain! Voting for 2020 closes on 8th November and you'll find a full list of the five shortlisted nominees in each award category on page 12. As ever, my own personal award goes to you for all that you do in raising our future.

See you at the polls!

[www.motherbabychild.com/awards/2020/](http://www.motherbabychild.com/awards/2020/)

*Kay*

Editor

Mother, Baby & Child Magazine



## EDITOR'S —PICK—

I'm so, so impressed with the QV Baby range of bath time products. The Gentle Wash, Skin Lotion and 2-in-1 Shampoo & Conditioner are one of moms' most popular brands because they care for the most sensitive of newborn skin and hair with no harsh chemicals or fragrances. Baby loves them too!



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## EDITOR'S PICK

QV Baby & QV Kids is an Australian brand that has taken the UAE by storm. They are one of moms' most popular brands because they are totally free from all the nasty chemicals that we just don't want on childrens' delicate skin. You'll find them in pharmacies!





# MOMMY & ME: SUPPORTING FIRST-TIME AND NEW MOTHERS

*Mommy & Me is a health awareness centre that provides exceptional services and workshops to help you with your journey of motherhood. These services include Newborn Care, Lactation Consultancy, Pre & Post-Natal Care, and are provided by some of the best experts in the city.*



The service primarily focuses on lactation, health development and the wellbeing of mothers and children. The Mommy & Me team are fully committed to providing exceptional services driven by their core values of comfort, respect, honesty and safety – to make your journey as enjoyable and healthy as possible.

## MOMMY & ME SERVICES

Whether you are a first-time expectant mother or already have a baby, the team guides you through every step of motherhood.

## LACTATION CONSULTATION

Breastfeeding is a gift that lasts a lifetime. But breastfeeding is not always easy and at times can be painful. Our highly experienced Lactation Consultants will teach mothers how to feed their babies and also help mothers experiencing difficulties such as poor latch, sore nipples and poor baby weight gain.

## PSYCHOLOGY AND LIFE COACHING

Because a happy mother means a happy child, our in house

psychology team guides you during your pregnancy and child nurturing journey.

## WORKSHOPS & COURSES

A mother's education has a lasting effect on her child's development. Our workshops prepare mothers to experience a successful journey.

## HOME VISITS

After delivery, mothers might find it difficult to leave home. For this reason, we provide home service to support breastfeeding mothers.

## For more information:

**Website:** [mommynme.ae](http://mommynme.ae) **Tel:** (04) 222 7734 / 054 330 0545

**Email:** [info@mommynme.ae](mailto:info@mommynme.ae)

**Address:** Al Ferdous 4, First Floor, Office 101, Al Wasl Road, Dubai



# THINGS • TO DO •



This month, we've got fun Halloween treats & deals, and also highlighted ways you can eat well while supporting local brands.

## FRIGHT NIGHT TREATS AT MARKS & SPENCER



Marks & Spencer are now stocking Halloween party treats like Milk Chocolate Eyeballs, gruesome Chocolate Severed Fingers, Fizzy Whizzy Wings, Spooky Milk Chocolate Lollies and Cheesy Vampire Fangs. Customers can also find a range of sharing treat boxes at Marks & Spencer this Halloween, including Fruity Gruesome Sweets with jelly brains, bones and hearts.

*Enter the competition on page 49 to be in with a chance to win a Halloween Hamper!*

## PRE-ORDER YOUR HALLOWEEN PUMPKINS AND SUPPLIES FROM KIBSONS BEFORE 15TH OCTOBER AND GET A 15% DISCOUNT!



If kids have to spend so much time indoors, why not make it a brilliantly fun Halloween at home for them! You'll receive up to 15% discount when you pre-order your pumpkins at Kibsons.com and we're guessing you'll enjoy checking out some of the new launch Halloween accessories that kids will love!

Kibsons are stocking an array of different sized pumpkins from 5cm to 30cm this year, so you can help your little ones to decorate the shell and still create a traditional pumpkin pie and other treats with this wonderfully versatile and healthy vegetable. Kibsons Halloween supplies include cobwebs, decorative strings, paper garlands, pumpkin buckets, scary masks, devil tiara's and so much more! Which will you choose?

Ordering your Halloween delights from Kibsons is as straightforward and as ever. Simply pick your spookiest pumpkin of choice before the clock strikes midnight on 15th October and choose a delivery date between 25th-30th October.

See page 48 for details of how you can enter for a chance to win an AED 500 Kibsons Voucher!

*Pre-book on: [kibsons.com/products/halloween/halloween](http://kibsons.com/products/halloween/halloween)*

## SENSORY HALLOWEEN PLAY BOXES FOR KIDS!



Get into the spirit of Halloween this year with fun, engaging and educational activities from Elbirg, the homegrown sensory play specialists. Challenge your little one's creative skills with play-focused sensory objects and limited-edition Halloween kits.

The Halloween themed sensory bin, available as part of a three-month subscription for AED 465, is the ultimate seasonal activity kit – think spiders, witch brew and frogs aplenty. It is also available to purchase as a single kit priced at AED 155. The bin options contain a reusable container, a filler, themed materials and props to facilitate exploration and naturally encourage children to play, create, investigate and explore. These subscription boxes mean parents are able to spend less time prepping activities and more time enjoying valuable play sessions with their little ones.

*You'll find all the Halloween kits and activities at [elbirg.ae](http://elbirg.ae)*



# THE UAE'S FINEST SALMON

Now that we are spending more time preparing food at home, it's a great opportunity to embrace more fresh, natural foods, as well as raise the quality of what we eat, while still keeping an eye on price. Salmon is classed as a super food for very good reasons and the Omega oils contained in it are known to be hugely beneficial to your overall health and even your hair, skin and nails.

Established for two decades, Salmontini Le Fumoir is our special recommendation in this issue as a Dubai-based family business known for producing the best quality smoked salmon in the UAE. Founded by Joe Bassili, who runs the company with his son Jason, Joe learned the traditional art of smoking salmon by working in Scotland, which has a global reputation for producing some of the finest salmon in the world.

Now, 20 years on, Joe Bassili has become the most respected Master of the Trade in the region, having perfected traditional techniques and applying the ancient art of manually curing,



gently smoking and hand-slicing the proud Salmontini brand smoked salmon with the greatest of patience and delicacy.

The really great news? As well as supplying salmon products to many of the UAE's fine dining restaurants, Salmontini Le Fumoir reserves their highest respect for families by making the best quality smoked salmon easily available to families through all the main supermarkets, at affordable prices. Look out for the Salmontini Le Fumoir brand on your next shopping trip and see for yourself what quality, respect, passion and tradition taste like!



# TROPICOOOL SUPER FRUIT - FROM THE AMAZON TO DUBAI!

Fresh from the depths of the Amazon, Tropicool brings the finest super fruits of the Brazilian Amazon in their most natural form to the heart of the UAE. The brand has launched a new outlet in The Dubai Mall and various pop-ups around the city through partnerships with Cove Beach, Sofitel Wafi and many more to come.

Tropicool is the first in the market to use non-frozen super fruits to serve up their famous açaí and mango bowls, healthy smoothies and specials with an array of nourishing toppings, where every two Tropicools sold leads to a tree being planted in the Amazon rainforest through a partnership with SOS Amazonia, an NGO focused on reforestation efforts in the Amazon Rainforest. Try the mango and acai varieties yourself and spark a sustainable health habit that the whole family will love!












# A SPECIAL RITUAL

*Massaging your baby is a great way to express love, create a bond and soothe your baby to sleep*

A baby massage should be gentle, with rhythmic stroking of your baby's body. Giving your baby a massage not only creates a beautiful connection between the both of you, but it also helps relax the baby, boosts circulation, and aid digestion. All you need is 10-15 minutes and a nourishing body oil to prevent irritation.

## MASSAGE TIPS AND TECHNIQUES

-  Warm a tiny amount of QV Bath Oil in your hands by rubbing it between your palms.
-  Begin by massaging your baby's legs and feet. Gently squeeze and roll each toe between your thumb and index finger. Using alternate thumbs, gently stroke the foot from toes to the ankle. Repeat several times.
-  Work your way up the legs, lightly squeezing the calves and thighs. Pay attention to your baby's reaction.
-  With your fingertips, massage gently in circular movements below your baby's belly button and proceed clockwise, following the natural path of digestion. Walk your fingers around the navel, clockwise.
-  Move towards the chest, flatten your hands and push out to the sides slowly - as though you're smoothing the pages of a book.
-  With one hand, hold your baby's wrist. Relax the upper arm by tapping it lightly. Gently stroke from the shoulder down to the wrist. Massage the palm by moving thumb over thumb, from the heel of the hand to the fingers. Stroke down the top of the hand from wrist to fingertips. Gently squeeze and pull each finger. Massage the wrist by moving your fingers in small circles. Finish by rolling the arm between both your hands.
-  Trace a heart shape on your baby's face, bringing your hands together at the chin. Place your thumbs between your baby's eyebrows, and stroke out. Stroke from the bridge of the nose out over the cheeks, as though you are creating a smile. Proceed to massage the jawline with circular movements. Massage the ears between your thumb and index finger.
-  Hold knees and feet together and gently press knees up toward the abdomen. Rotate the baby's hips around a few times to the right (This helps relieve gas.)
-  Carefully turn your baby onto his/her back, stroke from side to side and then gently up and down.



This paediatrician-recommended oil boasts a clear, non-greasy formula with added Vitamin E to help soothe large areas of dry, sensitive skin. The oil is suitable for conditions such as eczema, dermatitis and psoriasis, and is free from fragrance, colour, lanolin and propylene glycol.

**To use:** Add one capful to baby's bath. Bathe for 5 to 10 minutes. Pat skin dry.



# CAST YOUR VOTE AND WIN A 3-NIGHT BREAK IN MARBELLA!

For almost a decade, the Mother, Baby & Child Awards have enabled us to work directly with every one of our readers to acknowledge the enormous contribution that brands, schools, leisure facilities, health products and providers make towards supporting mums, children and families in the UAE. Voting time is here again!

Where would we be without the hospitals that care for us, the brands that protect and nurture babies and children, the educational and leisure facilities that play a huge role in child development and family bonding? The Mother, Baby & Child Awards are your opportunity to express your support for the services that support families.

The closing date for voting is 8th November and everyone that votes will

automatically be entered into a draw for one lucky reader to win a half-board 3-night stay for two adults and two children at the Anantara Villa Padierna Palace Benahavis Resort in Marbella. The prize includes a spa treatment for two as well as a sporting activity for the family, taking the total value of the prize to over AED 10,000!

## HOW TO VOTE

To vote, simply go to: [motherbabychild.com/awards/2020/](http://motherbabychild.com/awards/2020/) and choose your favourite brands to be in with a chance to win!

The five shortlisted nominees in each category are shown here, but please note that the names are not listed in any particular order except alphabetical order - so it's a level playing field and your votes really do count!

### Baby & Child Clothing Retailer of the Year

- › Babyshop
- › H&M
- › Mothercare
- › Next
- › Zippy

### Baby & Child Footwear Retailer of the Year

- › Clarks
- › Crocs
- › Shoemart
- › Skechers
- › Sun & Sand Sports

### Baby & Child Skincare Brand of the Year

- › Cetaphil
- › JOHNSON'S Baby

- › Mustela
- › QV Baby
- › Sebamed

### Baby Food Range of the Year

- › Ella's Kitchen
- › Heinz Baby
- › Hero Baby
- › Hipp Organic
- › Nestle Cerelac

### Baby Wipe Brand of the Year

- › Fine
- › JOHNSON'S
- › Pampers Aqua Pure Wipes
- › Pure Born
- › WaterWipes

### Best Party Venue of the Year

- › BOUNCE
- › KidZania
- › OliOli
- › Splash 'n' Party
- › The Green Planet

### Childcare Provider of the Year

- › Babies & Beyond
- › Elite Babies & Tots
- › Emirates Home Nursing
- › Malaak Baby Care
- › Nightingale Health Services

### Dental Care Provider of the Year

- › Dr. Michael's Dental Clinic
- › Dr. Joy Dental Clinic

- › Dr. Nicolas & Asp Dental
- › Dubai London Clinic, Dental Clinic
- › Medcare Medical Centre
- › Mirdiff Specialty Centre

#### Entrepreneur of the Year

- › Halima Jumani, Kibsons
- › Lily Kandalajt, Malaak
- › Mona Ataya, Mumzworld.com
- › Sarah Abdullah, Makooky World
- › Sarah Jones, Sprii.com

#### Family Deals Provider of the Year

- › Groupon
- › Kidzapp
- › Privilee
- › Qidz
- › The Entertainer

#### Family Staycation Experience of the Year

- › Atlantis the Palm
- › Emirates Park Zoo & Resort
- › Jumeirah Beach Hotel
- › Lapita, Dubai Parks and Resorts
- › Longbeach Campground

#### Family-Friendly Restaurant of the Year

- › Carluccio's
- › PizzaExpress
- › Rainforest Cafe
- › Reform Social & Grill
- › The Cheesecake Factory

#### Grocery Delivery Service of the Year

- › Carrefour Now
- › Choithrams
- › Instashop
- › Kibsons
- › NRTC Fresh

#### Homestore of the Year

- › Crate and Barrel
- › Home Box
- › Home Centre
- › IKEA
- › Pottery Barn

#### Hospital of the Year

- › Al Jalila Children's Specialty Hospital
- › Al Zahra Hospital Dubai
- › Dr. Suliman Al Habib Hospital
- › Mediclinic Parkview Hospital
- › Mediclinic City Hospital

#### Kid's Educational Activity Centre of the Year

- › Children's City
- › KidZania
- › Little Explorers
- › OliOli
- › The Green Planet

#### Kids' Entertainment Centre of the Year

- › Adventure Zone by Adventure HQ
- › Air Maniax
- › BOUNCE
- › Magic Planet
- › Ski Dubai

#### Maternity Department of the Year

- › Al Zahra Hospital
- › American Hospital Dubai
- › Medcare Women & Children Hospital

- › Mediclinic City Hospital
- › Mediclinic Parkview Hospital

#### Maternity Retailer of the Year

- › Babyshop
- › Destination Maternity
- › H&M
- › Mummysista
- › Next

#### Maternity Skincare Brand of the Year

- › Bio Oil
- › Bioderma
- › Mustela
- › Nivea
- › Palmer's

#### Medical Clinic of the Year

- › Aster Clinics - UAE
- › Danat Al Emarat Clinic
- › HealthBay, Al Wasl
- › Medcare Medical Centre, Jumeirah
- › Mediclinic Dubai Mall

#### Nappy Brand of the Year

- › Baby Joy
- › Fine
- › Huggies
- › Pampers
- › Pure Born

#### New School of the Year - UAE

- › American School of Creative Science
- › Arbor School
- › Brighton College
- › Dubai International Academy Al Barsha
- › South View School

#### Nursery of the Year - Abu Dhabi

- › Bright Kids Nursery
- › British Orchard Nursery
- › Chubby Cheeks Nursery Abu Dhabi
- › Redwood Montessori Nursery
- › Yellow Submarine Nursery

#### Nursery of the Year - Dubai

- › Jumeirah International Nurseries
- › Little GEMS International
- › Raffles Nursery Umm Suqeim
- › The Little Dreamers Nursery
- › Toddler Town British Nursery

#### Nursery of the Year - Northern Emirates

- › British Orchard Nursery
- › Bumble Bee Nursery
- › Chubby Cheeks Nursery Ras al Khaimah
- › Chubby Cheeks Nursery Sharjah
- › Happy Home Nursery

#### One-Stop Parenting Shop of the Year

- › Babyshop
- › Clevamama.com
- › Mamas and Papas
- › Mothercare
- › Mumzworld

#### Paediatrics Clinic of the Year

- › Danat Al Emarat Clinic
- › Dubai London Clinic Al Thanya
- › Medcare Hospital Group
- › Mediclinic City Hospital
- › Somerset Clinic

#### Parenting & Lifestyle Influencer of the Year

- › Magical Moments with Myla
- › Megan Al Marzooqi, Real Mums UAE
- › Mom in Dubai
- › My Wild Tribe
- › The Mothership

#### Parenting App of the Year

- › Cloudhoods
- › Kiddo
- › Kidzapp
- › Pregnancy+ by Philips Avent
- › Qidz

#### Primary School of the Year - UAE

- › Horizon English School
- › Kent College
- › Kings' School Dubai
- › Raffles World Academy
- › Victory Heights Primary School

#### Secondary School of the Year - UAE

- › Dubai British School Jumeirah Park
- › Dubai International Academy Al Barsha
- › Horizon International School
- › Raffles World Academy
- › Sunmarke School

#### Soft Play Venue of the Year

- › Cheeky Monkeys
- › Extreme Fun
- › Kids HQ
- › Kidz Palooza
- › We Rock The Spectrum

#### Supermarket of the Year

- › Carrefour
- › Lulu Hypermarket
- › Marks & Spencer
- › Spinneys
- › Waitrose

#### Theme Park of the Year

- › Ferrari World Abu Dhabi
- › Global Village
- › LEGOLAND Dubai
- › Motiongate Dubai
- › Warner Bros. World Abu Dhabi

#### Toy Store of the Year

- › ELC (Early Learning Centre)
- › Hamleys
- › LEGO
- › Toys for Less
- › Toys R Us

#### Water Park of the Year

- › Aquaventure Waterpark
- › Laguna Waterpark
- › Splash 'n' Party
- › Wild Wadi Waterpark
- › Yas Waterworld

#### Women's Health Clinic of the Year

- › Aster IVF and Women Clinic
- › Fakhif IVF
- › Health Bay Clinic
- › Medcare Fertility Centre
- › Mediclinic Middle East



# • HOME • HYGIENE



In this issue we look at how to get kids to keep organised; and take some tips on fridge hygiene from restaurant professionals.



## TIPS FOR GETTING KIDS TO CLEAN THEIR ROOMS

*I think most of us can remember being nagged to tidy our rooms when we were kids and even though the battle still rages on to get children to keep their rooms neat and organised, at least we have some better tools now to help get kids on board with it.*



The 'tidy your room issue' can sometimes become a battleground because parents feel they have to impose some order, but kids are perfectly happy in their messy rooms. The struggle escalates. Threats get made. Kids comply a little. Parents scold a lot. Eventually everyone is in a bad mood. Sometimes parents give up in exhaustion or do most of it themselves in frustration. Sometimes the kids do it, or only do enough to get their parents off their backs, to avoid consequences, or to get on with things that are more fun.

Why bother? Because it's our job as parents. Teaching our kids how to keep their stuff in order, whether they have a room or a corner of their own, helps to give vitally important life and organisational skills for school and later life.

### Help them understand how to do the job

At the same time, it's good to remember that sometimes children feel daunted by the instruction "clean your room" because they don't know where to start or how to be methodical about it. Here, we look at five easy steps you can show your child (actually, it's only four!) that often changes their mindset

and makes the task seem easily achievable.

Define clearly what it means to have a clean room. Make a checklist the kids can refer to with pictures for little ones, simple words for older ones. Keep the list very short - a long list can seem overwhelming and even stressful for a child, so make sure it looks like it is easily manageable. Here's an example:

- Put all your dirty clothes in the laundry basket
- Hang clean clothes in the closet
- Put toys and equipment away
- Make your bed
- Well done, you're done!

It will help children a lot if you provide somewhere appropriate for them to keep all their things, such as a laundry bin, box or basket, boxes or closet space for toys, shelves for books, etc. Work together with your child to label and decide what goes where.

### TIPS

#### Keep the clutter-level down

Kids will constantly grow out of clothes,

books, toys and games, so be sure to regularly clear out what they don't need, use or want to keep. If your kids have enough of what they need, it might be helpful to have a rough rule that for everything that goes in the room, something needs to come out. A new toy means an old one needs to be passed along. This not only keeps the kids from being overwhelmed by possessions, it also teaches them to feel good about giving things away. If the one-for-one rule doesn't make sense in your family, periodically have a sorting day where the outgrown, the worn out, the neglected and the broken items get systematically given away or thrown out. Exceptions can be made for special things, of course!

### Initially, do chores together

Armchair supervision doesn't work anywhere near as well as actively participating to get the job done together. Keep your expectations reasonable and show them how it's done. As they master the skills and no longer need step-by-step encouragement, you can put on some music and boogie your way through the list, or use room cleaning time as a time for conversation.



# FRIDGE HYGIENE THE PROFESSIONAL WAY

*The fridge can be one of the most important ways to keep food safe for your family. If organised poorly, it can do the opposite and provide many food poisoning opportunities. It's no wonder that restaurants have laws to govern their fridge hygiene. Here's a run down on how the professionals do it.*



A food-borne illness is caused by micro organisms that are carried in food or water, and contamination by only a few of these microbes can cause illness. It is therefore no surprise that food safety is the number one consideration for restaurants. In this article, we're looking at how professionals use their fridges the correct way to ensure that their food is safe to eat. By taking these tips from the trade, you can pick up some habits that will help keep your family food safe.

### Refrigerate your food immediately

Put all your meat and meat products, dairy and other perishable items into your fridge as soon as you bring them home, or have them delivered. Do not postpone this step, not even if you're busy. If you have food left over from preparing or serving meals that you can use later, it must be returned to the fridge immediately.

The 'danger zone' in which bacteria grows fastest is between 5°C and 63°C. Even relatively short exposure in this 'zone', which includes room temperature, can be extremely dangerous. It is vital that your fridge operates at the right temperature for food refrigeration, which is between +1° and +4°C. Your freezer should be kept at -18°C or below. Make sure you check your fridge temperature regularly!

### Check temperature of food before you put it in the fridge

Fridge food safety is about more than just focusing on the temperature at which you store food. If you have kept your groceries in a hot car for a period of time before arriving home, or if you have ordered a grocery delivery, always be aware of the temperature of refrigerated and frozen foods as it arrives to make sure it is cold. If the temperature is above safe food storage levels, the food could already be unsafe and potentially hazardous.

### Fridge hygiene

Bacteria that cause food poisoning can survive on the surfaces of your fridge. Clean your fridge regularly, internally and externally. The best way to do this is to use a clean sponge or cloth each time, remove and clean each shelf before wiping the interior the same way. You should use sterilised paper towels to dry the fridge and its parts, as they are a much more hygienic option than 'the kitchen cloth' or tea towels that people have already been using to wipe their hands. Clean up any spills immediately and avoid using perfumed cleaning agents or any abrasive sponges or fluids that can pass on taste to the food, or damage your fridge's interior surfaces.

### Keep raw meats separate from other foods

This is an absolutely golden rule for restaurants! They would usually keep raw and uncooked meats in separate fridges on their premises, but this is impossible to do at home. You should keep uncooked meats in a lower part of your fridge, thereby preventing the risk of dripping juices which can cause dangerous contamination of other items in your fridge.

### Store other products in the appropriate areas

Keep non-dripping dairy products like butter and cheese at

the top of the fridge, with cooked meats and meat products like turkey, deli meats and pâté below. With raw meats and sausages stored at the bottom of the fridge, put the red meats and sausages above any uncooked poultry, but never the other way around.

### Be careful care with salads

In home fridges, salad is often stored at the bottom of the fridge, but this is not good food safety practice for restaurants. You can store salads below cooked meats, but they should always be on a shelf above raw meats. Always keep salad covered, in a deep container with a lid, or wrapped in cling film to avoid salad dehydration. Rinse salad ingredients thoroughly before use and pat them dry on sheets of sterilised kitchen roll to stop them becoming soggy.

### Rotate your stock like a pro

A restaurant will typically use labels or a dry-wipe board to record when their food stocks are first placed in the fridge and make a note of use-by dates on packaging. Take a leaf out of the professionals' book and put all your newest grocery food items at the back of your fridge, and bring the existing refrigerated food to the front of the shelves. This helps to ensure that your food does not remain past the use-by date. Check each time you remove food items that they are within their use-by date.

Rather than cram your fridge full, ensure there is space between all your refrigerated items to allow airflow, which is vital for the correct temperature to be maintained. Avoid overloading your fridge or it will not operate efficiently and safely.

### Freeze foods immediately

If you have stocked up with food for the week, any pre-packed meat should always be used by the recommended date or frozen immediately. Follow the storage times on the packaging.

### Thaw meat thoroughly and safely

Frozen meat must be thawed thoroughly before cooking or it will not cook properly. Restaurant professionals know that it is extremely dangerous to leave meat to thaw at room temperature and they would often use a specially designed 'thaw cabinet' instead. At home, you can thaw meat in a microwave or overnight in the fridge, but be especially careful of the liquid that comes out of the thawing meat. Ensure that it does not drip onto other foods and throw the liquid away. Once frozen meat is thawed, never re-freeze unless it has been cooked first.

### Once packaging is opened, move the food to covered containers

Once opened, always treat canned and packaged foods as fresh. Never store opened cans, Tetra Paks or other non-resealable packages in the fridge. Transfer the contents instead to a sealed container first. Wrapped and shrink-wrapped foods, including sliced meats and cheeses, should also be re-covered, using cling film, foil or clean food-safe plastic containers.

By following the guidelines of the food professionals, you will help to keep you and your family safe. Always check the labels of manufactured foods for any storage advice.

# IMPORTANT ANNOUNCEMENT

## UPDATED ADVICE ON REDUCING VIRUS INFECTION RISK

*The important updated hygiene tips reproduced here are based on the recommendations of the Medical Wellness Association (MWA) and the Family Hygiene Institute (FHI). Their tips frequently emphasise the use of sterilized tissues and household toilet paper and paper towels.*



The Medical Wellness Association (MWA) is a recognised international organisation for medical wellness professionals, and provides them with guidance on best practices, programmes, research, education and training. The Family Hygiene Institute (FHI) is a collection of health and medical wellness professionals operating under the MWA, whose purpose is to promote proven hygiene practices, in order to advance the health and wellness of families around the world. These are their updated recommendations, together with our recommendation of which products you can use to meet the recommended hygiene guidelines.



### WASH YOUR HANDS REGULARLY AND DRY WITH A STERILIZED PAPER TOWEL OR TISSUE

In bathrooms, we are used to seeing damp and used cloth towels to dry hands. However, these are a breeding ground for germs that you can easily spread from person-to-person.

**NOTE:** For safer hand-washing practice, wash your hands with an antibacterial soap, then dry them with a fresh, sterilized paper towel or tissue. (Covid-19 can live on unsterilized tissues for up to 3 hours, according to respected medical research journal, The Lancet, in their 'Microbe 2020' study.).



### AVOID TOUCHING YOUR EYES, NOSE OR MOUTH, ESPECIALLY IN PUBLIC PLACES

Your eyes, nose and mouth are entry points to letting germs and viruses into your body. While thorough hand washing should neutralize the threat of infection, you should still avoid touching your eyes, nose or mouth with your hands, especially when in a public place.



### USE A STERILIZED TISSUE TO COVER YOUR MOUTH AND NOSE WHEN SNEEZING OR COUGHING

Make sure you cover your nose and mouth with a sterilized tissue, when coughing or sneezing.

**REMEMBER:** Ordinary tissues are often manufactured under unsanitary conditions, and can be laden with germs and viruses. Given tissue products touch intimate parts of your body, it is important to choose your tissues wisely and use ONLY sterilized tissue products.

**NOTE:** The word "Sterilized" should appear prominently on the tissue package.



### CHOOSE YOUR HOME AND PERSONAL CARE PRODUCTS WISELY

The article on page 17 points to research that has identified areas of the kitchen where fecal matter commonly finds its way onto light switches, kitchen surfaces and taps/faucets in the home.

**NOTE:** When buying products for personal care in the bathroom, or kitchen roll for the kitchen, make sure to choose antibacterial products that are sterilized, with hygiene as their key benefit.

When you sterilise, you minimise the spread of germs and viruses.



### WEAR AN EFFECTIVE DISINFECTANT FACE MASK AND GLOVES

Probably the most important tools in the fight against infection are a face mask and a pair of gloves. However, most ordinary masks only filter dust and are not the most protective type you can buy.

**NOTE:** Fine Guard masks are the only safe antiviral masks in the region that kills 99.99% of viruses on contact.

The same is true for gloves. While ordinary gloves do well to protect your hands, they can still carry viruses on their surface, posing the risk of infecting anything you touch.

**NOTE:** Fine Guard Protective Gloves are the only antiviral gloves in the region, that kill 99.99% of viruses contact.



## THE STERILIZED SOLUTIONS

### FINE TISSUES ARE STERILIZED FOR GERM PROTECTION

Your family's eyes, nose and mouth are their biggest points of vulnerability for catching a virus. That's why every Fine tissue undergoes our patented sterilization process, killing 99.99% of germs and viruses during our manufacturing process, to ensure superior protection for you and the family.

### USE FACE MASKS THAT ACTIVELY KILL GERMS

The most effective face masks are disinfectant or self-sterilizing face masks. The Fine Guard Mask is specifically designed for infection prevention, as it is the only mask that kills germs on contact.

### BATHROOM & HOME HYGIENE MEANS STERILISATION

Disinfection is the best prevention of infection. The Fine Super Towel Pro is a sterilized paper towel that is ideal for use in the bathroom to dry your hands instead of using cloth towels, which are proven to harbour germs very quickly.

Fine Deluxe Toilet Paper is a safe, sterilized option for all the family, which is particularly reassuring when you have children at home.

### PROTECTING YOU AND YOUR WALLET

No matter how tight our spending gets, we should never compromise on the quality of the things that really matter. That's why Fine has introduced bigger value packs, to help you save on all your hygiene needs. Bigger Packs = Bigger Savings.

**EDITOR'S  
TOP PICK**  
*For This Issue*

This is the Editor's Top Pick for this issue. Fine Hygienic Holding's products have done so much to contribute to infection control in the region, as well as providing very important safety products and advice - at a time when we most need both.



**SCAN TO BUY  
THE ONLY  
STERILIZED  
TISSUES NOW!**





•HEALTH•



We have an important fact page for Breast Cancer Awareness Month and also discuss stress urinary incontinence with a Mediclinic doctor.



# BACK TO SCHOOL? DON'T BE AFRAID OF HEADLICE

*The start of the school term usually means increased cases of head lice in children. Here, the experts talk about the problem...and more importantly, the solution.*



Nothing is more disturbing than finding head lice running around on your beautiful child's scalp. Don't panic! Head Lice are very common amongst children and the treatments these days are safer and more effective than ever before.

Unpleasant as they are, head lice are remarkably common in children and you should understand that it has nothing to do with your parenting if your child has them! If you are panicked about finding head lice in your child's hair, it is important not to pass on the panic to your child.

### What are Head Lice?

Lice are tiny insects that attach to human hair and feed on the blood in the host's scalp, which in turn causes intense itching. This itching and scratching of the head is one of the first symptoms that parents notice.

### How did Your Child Catch Head Lice?

If you're wondering how your child got the head lice in the first place, it's almost always from contact with another child. Head lice are highly adept at transferring from one head to another when kids are in close contact with each other, which happens during playtime, when rolling around, sharing clothing, toys, headphones, hats, combs or towels. These little critters can even transfer from one child to another through direct skin contact.

### How to Check for Head Lice

If the school has notified you that there is a head lice case in your child's class, or if you notice your child frequently scratching their head, you



need to check their scalp thoroughly. As head lice move very quickly through the hair, they can be hard to catch.

### Choose the Right Headlice Comb

To do a thorough check, split the hair into organised sections and search each section thoroughly with a fine tooth comb.

Head lice and their tiny grey or brown eggs (called 'nits') can usually be found behind and just above your child's ears, and also at the back of their neck. The nits are attached firmly to hair, usually around half a centimetre from the scalp.

You cannot use an ordinary comb for this, you need a special comb designed for the job. The ideal head lice comb has rounded teeth to help the hair detangle and pass through the comb. It also has metal teeth that are specifically

designed to remove both the head lice and their eggs, which won't bend or break while combing the hair.

Remove any lice you see, scrunch them in a tissue and put this in a plastic bag and dispose of it immediately. Head lice cannot survive away from the human host, so they don't survive longer than two days. When you have done this, it's time to address the nits and remaining head lice.

### Treatment for Head Lice

The only way to get rid of these insects and keep them at bay is through a product specially-designed for the purpose. It is important for any head lice treatment you use to be clinically proven, safe, fast, effective and easy to use - for both you and your child.

### Product Recommendation

MOOV Headlice shampoo is clinically proven to kill head lice and eggs. It contains natural essential oils that make it both safe and effective in killing head lice and eggs. It only needs to be used for 15 minutes on the hair, which makes it comfortable for your child, fast and easy to use.

The key to getting rid of your child's head lice is understanding that you have to catch and treat them through their whole lifecycle. Each egg takes 3 weeks to become an adult, which will then lay more eggs. So, you must repeat the treatment from the egg (nits) to the adult stages, as some of the eggs will still be protected by their shells on the first treatment.

**MOOV Head Lice Shampoo** is therefore used 3 times - 7 days apart (on days 1, 7 & 14), in order to cover the entire head lice lifecycle and ensure that all the lice and the eggs are killed completely.

**MOOV Head Lice Combing Conditioner** contains a blend of natural essential oils that untangle and soften the hair and improves the effectiveness of the shampoo.

**The MOOV Head Lice Removal Comb** has fine-teeth that are especially designed to loosen the 'glue-like' bond that attaches nits to the hair, as well as helping to rake out and remove dead lice and eggs after the treatment.

Using all three of MOOV Head lice products range together gives you an unbeatable solution, so it is a good idea to include the MOOV treatments in your back-to-school preparations.

### SOURCES:

- [nhs.uk/conditions/head-lice-and-nits/](https://nhs.uk/conditions/head-lice-and-nits/)
- [mayoclinic.org/diseases-conditions/head-lice/symptoms-causes/syc-20356180](https://mayoclinic.org/diseases-conditions/head-lice/symptoms-causes/syc-20356180)
- [pediatrics.aappublications.org/content/pediatrics/early/2015/04/21/peds.2015-0746.full.pdf](https://pediatrics.aappublications.org/content/pediatrics/early/2015/04/21/peds.2015-0746.full.pdf)





# EVERYTHING YOU NEED TO KNOW ABOUT BREAST CANCER

*As October is Breast Cancer Awareness month, we wanted to make sure all our readers are informed and aware of the symptoms and importance of regular check-ups. It's not not just for yourselves, it's for your mums and aunties too!*

Breast cancer is the most common invasive cancer in women and the second leading cause of cancer death in women after lung cancer. The good news is that the advances in screening and treatment for breast cancer have improved survival rates dramatically over the last 30 years. According to the American Cancer Society (ACS), the non-survival rate from breast cancer is now around 1 in 38 (2.6%) due to advances in treatment, and the death rates from breast cancer have been decreasing since 1989.

Being aware of the symptoms and the need for screening are two of the most important ways of reducing the risk. In rare instances, breast cancer can also affect men, but here we'll focus on breast cancer in women.

## SYMPTOMS

The first symptoms of breast cancer usually appear as an area of thickened tissue in the breast or a lump in the breast or an armpit. Regular screenings are therefore important for that all-important early detection, which will help to reduce the risks. Other symptoms include:

- ▲ A pain in the armpits or breast that does not change with the monthly cycle
- ▲ Pitting or redness of the skin of the breast, similar to the surface of an orange
- ▲ A rash around or on one of the nipples
- ▲ Discharge from a nipple, possibly containing blood
- ▲ A sunken or inverted nipple
- ▲ A change in the size or shape of the breast
- ▲ Peeling, flaking, or scaling of the skin on the breast or nipple

For your peace of mind, it is important to know that most breast lumps are not cancerous. However, all women should visit the doctor for an examination if they notice a lump on their breast.

## STAGES

A doctor determines the stage of breast cancer according to the size of the tumor and whether it has spread to lymph nodes or other parts of the body. There are different ways of staging breast cancer. One way is from stage 0-4, with further subdivided categories at each numbered stage. Descriptions of the four main stages are listed below, though the specific substage of a cancer may also depend on other specific characteristics of the tumor.

- ▲ **Stage 0:** Known as 'Ductal Carcinoma in Situ' (DCIS), the cells are limited to within the ducts and have not invaded surrounding tissues.
- ▲ **Stage 1:** At this stage, the tumor measures

up to 2 centimeters (cm) across. It has not affected any lymph nodes, or there are small groups of cancer cells in the lymph nodes.

- ▲ **Stage 2:** The tumor is 2 cm across and it has started to spread to nearby nodes; or is 2-5 cm across and has not spread to the lymph nodes.
- ▲ **Stage 3:** The tumor is up to 5 cm across and it has spread to several lymph nodes; or the tumor is larger than 5 cm and has spread to a few lymph nodes.
- ▲ **Stage 4:** The cancer has spread to distant organs, most often the bones, liver, brain, or lungs.

## CAUSES

After puberty, a woman's breast consists of fat, connective tissue and thousands of lobules. These are tiny glands that produce milk for breastfeeding. Tiny tubes, or ducts, carry the milk toward the nipple.

Cancer causes the cells to multiply uncontrollably. They do not die at the usual point in their life cycle and this excessive cell growth causes cancer because the tumor uses nutrients and energy that deprive the cells around it. Breast cancer usually starts in the inner lining of milk ducts or the lobules that supply them with milk. From there, it can spread to other parts of the body.

## Risk factors

The exact cause of breast cancer remains unclear, but some risk factors make it more likely and others are preventable.

## Age

The risk of breast cancer increases with age. At 20 years, the chance of developing breast cancer in the next decade is 0.06%. By the age of 70 years, this figure goes up to 3.84%.

## Genetics

Women who carry certain mutations in the BRCA1 and BRCA2 genes have a higher chance of developing breast cancer, ovarian cancer, or both. People inherit these genes from their

parents.

Mutations in the TP53 gene also have links to increased breast cancer risk. If a close relative has or has had breast cancer, a person's chance of developing breast cancer increases.

## Current guidelines recommend that people in the following groups seek genetic testing:

- ▲ Women with a family history of breast, ovarian, fallopian tube, or peritoneal cancer
- ▲ Women in whose background there is a history of breast cancer related to BRCA1 or BRCA2 gene mutations.

## A history of breast cancer or breast lumps

- ▲ Women who have previously had breast cancer are more likely to have it again than those who have no history of the disease.
- ▲ Having some types of non-cancerous breast lump increases the chance of developing cancer later on.

## Dense breast tissue

Women with more dense breasts are more likely to receive a diagnosis of breast cancer.

## Estrogen exposure and breastfeeding

- ▲ This could be due to a person starting their periods earlier or entering menopause at





## HEALTH

a later than average age. Between these times, estrogen levels are higher.

- ▲ Breastfeeding, especially for over 1 year, appears to reduce the chance of developing breast cancer. This is possibly due to the drop in estrogen exposure that follows pregnancy and breastfeeding.

### Body weight

Women who become overweight or develop obesity after menopause may also have a higher chance of developing breast cancer, possibly due to increased estrogen levels. High sugar intake may also be a factor.

### Alcohol consumption

A higher rate of regular alcohol consumption appears to play a role in breast cancer development. According to the National Cancer Institute (NCI) in the US, studies have consistently found that women who consume alcohol have a higher risk of breast cancer than those who do not. Those who drink moderate to heavy levels of alcohol have a higher risk than light drinkers.

### Radiation exposure

Undergoing radiation treatment for a different cancer may increase the risk of developing breast cancer later in life.

### Hormone treatments

Studies have shown that oral contraceptives and hormone replacement therapy (HRT), specifically estrogen-progesterone therapy (EPT), is related to an increased risk of breast cancer.

## DIAGNOSIS

A doctor can often diagnose breast cancer as the result of routine screening or when a woman sees her doctor after detecting symptoms herself. Several tests and procedures help to confirm a diagnosis.

## BREAST EXAM

The doctor will check the breasts for lumps and other symptoms. During the examination, the patient may need to sit or stand with their arms in different positions, such as above their head or by their sides.

### Imaging tests

Several tests can help detect breast cancer, which include:

#### ▲ Mammogram:

This is a type of X-ray that doctors

commonly use during an initial breast cancer screening. It produces images that can help a doctor detect any lumps or abnormalities. A doctor will usually follow any suspicious results with further testing. However, mammography sometimes shows a suspicious area that turns out not to be cancer.

#### ▲ Ultrasound:

This scan uses sound waves to help a doctor differentiate between a solid mass and a fluid-filled cyst.

#### ▲ MRI:

Magnetic Resonance Imaging (MRI) combines different images of the breast to help a doctor identify cancer or other abnormalities. A doctor may recommend an MRI as a follow-up to a mammogram or ultrasound. Doctors sometimes use them as a screening tool for those at higher risk of breast cancer.

### Biopsy

In a biopsy, the doctor extracts a sample of tissue and sends it for laboratory analysis. This shows whether the cells are cancerous. If they are, a biopsy indicates which type of cancer has developed, including whether or not the cancer is hormone sensitive.

#### Diagnosis also involves staging the cancer to establish:

- ▲ The size of a tumor
- ▲ How far it has spread
- ▲ Whether it is invasive or non-invasive

Staging provides a picture of the patient's chances of recovery and their ideal course of treatment.

## TREATMENT

Treatment will depend on several factors, including:

- ▲ Type and stage of the cancer
- ▲ Person's sensitivity to hormones
- ▲ Age, overall health and preferences of the individual

Common treatment options include:

- ▲ Radiation therapy
- ▲ Surgery
- ▲ Biological therapy, or targeted drug



therapy

- ▲ Hormone therapy
- ▲ Chemotherapy

Factors affecting the type of treatment a person has will include the stage of the cancer, other medical conditions and their individual preference.

#### ▲ Surgery:

If surgery is necessary, the type will depend on both the diagnosis and individual preference. Types of surgery include:

#### ▲ Lumpectomy:

This involves removing the tumor and a small amount of healthy tissue around it. A lumpectomy can help prevent the spread of the cancer. This may be an option if the tumor is small and easy to separate from its surrounding tissue.

#### ▲ Mastectomy:

A simple mastectomy involves removing



the lobules, ducts, fatty tissue, nipple, areola, and some skin. In some types, a surgeon will also remove the lymph nodes and muscle in the chest wall.

#### ▲ **Radiation therapy:**

A person may undergo radiation therapy around a month after surgery. Radiation involves targeting the tumor with controlled doses of radiation that kill any remaining cancer cells.

#### ▲ **Chemotherapy:**

A doctor may prescribe cytotoxic chemotherapy drugs to kill cancer cells if there is a high risk of recurrence or spread. When a person has chemotherapy after surgery, doctors call it adjuvant chemotherapy. Sometimes, a doctor may choose to administer chemotherapy before surgery to shrink the tumor and make its removal easier. Doctors call this neoadjuvant chemotherapy.

#### ▲ **Hormone blocking therapy:**

Doctors use hormone blocking therapy

to prevent hormone sensitive breast cancers from returning after treatment. Hormone therapy may be used to treat estrogen receptor (ER)-positive and progesterone receptor (PR)-positive cancers. They usually administer hormone blocking therapy after surgery but might sometimes use it beforehand to shrink the tumor. Hormone blocking therapy may be the only option for people who are not suitable candidates for surgery, chemotherapy, or radiotherapy. Doctors may recommend a person has hormone therapy for 5–10 years after surgery. However, the treatment will not affect cancers that are not sensitive to hormones.

#### ▲ **Biological treatment:**

Targeted drugs can destroy specific types of breast cancer. Treatments for breast and other cancers can have severe adverse effects. When deciding on a treatment, people should discuss the potential risks with a doctor and look at ways to minimize the side effects.

## OUTLOOK

A woman's outlook with breast cancer depends on the staging. Early detection and treatment usually lead to a positive outlook. Generally, someone who receives treatment for stage 0 or stage 1 breast cancer has a 99% chance of surviving for at least 5 years after being diagnosed, when compared to women who do not have cancer. If breast cancer reaches stage 4, the chance of surviving another 5 years reduces to around 27%.

**Regular checks and screening can help detect symptoms early. Women should discuss their options with their doctor.**

### Regular screening

Health experts recommend yearly screenings for women of average risk who are over 40 years of age.

There are several different guidelines for how often women should have breast cancer screening, but generally speaking, women aged 40–50 years with an average risk of breast cancer should discuss regular screenings with their doctor.

Between 50 and 74 years of age, women who have an average risk should undertake screenings every two years. After 75 years of age, doctors only recommend screenings for women with a life expectancy of 10 or more years.

### Prevention

There is no way to prevent breast cancer, however, certain lifestyle decisions can significantly reduce the risk of breast cancer as well as other types. These include:

- ▲ Avoiding excessive alcohol consumption
- ▲ Following a healthy diet containing plenty of fresh fruit and vegetables
- ▲ Getting enough exercise
- ▲ Maintaining a healthy body mass index (BMI)
- ▲ Preventive surgery is also an option for women at high risk of breast cancer.

## LAST WORD

Self-examination and regular screening are the keys to early detection of breast cancer. If you have any cause for concern, see your doctor and be sure to discuss a screening schedule that is appropriate for you.





# STRESS URINARY INCONTINENCE: THE FACTS

*Not being in control of your bladder and ‘accidental leakage’ can not only restrict your normal family life, but also be embarrassing and even depressing. Here, Obstetrician and Gynaecologist, Dr. Virginia Midrigan of Mediclinic Dubai Mall talks to us about the facts and treatments for stress urinary incontinence.*

## What is 'stress urinary incontinence' (SUI)?

Urinary incontinence is the loss of bladder control. The two most common types of urinary incontinence that affect women are stress incontinence and urge incontinence, also called overactive bladder. Stress urinary incontinence is an extremely common and distressing condition that affects a high percentage of women, with the chances of suffering from this increasing with age, as well as in pregnancy and after childbirth.

## What causes the condition?

SUI involves involuntary leakage of urine due to increased internal pressure on the abdomen during activities such as coughing, sneezing, heavy lifting and physical activity. Urinary incontinence can either mean you leak a small amount of urine or release a lot of urine all at once when pressure is applied.

The risk factors for women developing stress urinary incontinence are:

- ▲ Increasing age, even though SUI can also occur in younger, active, healthy women
- ▲ Pregnancy
- ▲ Childbirth
- ▲ Being overweight or obese
- ▲ Chronic cough
- ▲ Chronic constipation
- ▲ Chronic heavy lifting
- ▲ Nerve injuries /pelvic floor and bladder

## How common is SUI and why are women more likely than men to be affected?

Stress urinary incontinence is twice as common in women than men and the numbers of people experiencing urinary incontinence increases as they become older. Pregnancy, childbirth and menopause also make urinary incontinence more likely. Having said that, urinary incontinence is not 'just a normal part of aging' and in the vast majority of cases it can be treated in a pretty straightforward way.

## How does SUI usually impact a woman's life?

The main impact of SUI is on a person's quality of life, as it can gradually erode a person's confidence and result in them increasingly restricting many common daily activities to avoid leakage. Such avoidance might include taking children out to the park or on outings, visiting other people, going shopping, to the cinema etc.

While stress urinary incontinence is not a

life-threatening condition, it is very important to ask for help if SUI restricts your ability to perform daily activities, limits your quality of life, stops you playing sports or causes other unwanted changes in your lifestyle. Patients who have incontinence are more likely to suffer from depression, have limited social contact and negative impacts on intimate relations, as well as feeling uncomfortable about their own bodies. It is therefore crucial to see your doctor and seek help for this common and treatable problem.

## Why are pregnant and new mothers more susceptible to SUI?

During pregnancy, as your baby grows, he or she pushes down on your bladder, urethra and pelvic floor muscles. Over time, this pressure can weaken the pelvic floor muscles and lead to leaks or problems passing urine.

Problems during labour and childbirth, especially with a natural vaginal birth, can weaken the pelvic floor muscles and damage the nerves that control the bladder.

## Is there something women can do at home to help manage SUI?

Depending on the severity of the SUI, you can do some things at home that can help or lower your risk for SUI. These include:

### ▲ Doing Kegel exercises

Kegel exercises, also known as pelvic-floor exercises, involve repeatedly contracting and relaxing the muscles that form part of the pelvic floor. To do kegel exercises, firstly make sure your bladder is empty, then sit or lie down. Tighten your pelvic floor muscles as though you are using these muscles to stop yourself from peeing. Hold tight and count to 5 seconds. Relax these pelvic floor muscles and then repeat 10 times, 3 times a day - morning, afternoon and night. It doesn't take long!

### ▲ Training your bladder

This step-by-step training technique involves firstly keeping a written record for a few days (or keep it on your phone) of all the times you need to urinate and leak urine in a day. Step two is to calculate the average number of hours you wait between urinations in a day. The third step is to choose a comfortable amount of time between when you will consciously visit the bathroom to urinate. Try to hold back during this interval and wait for the specified time to visit the washroom. The last step is to gradually increase the interval time between urinating. This method can be very successful for some women.

## ▲ Reach or maintain a healthy weight

Eat foods with fibre to help prevent constipation and ensure you have a balanced diet with the majority of your nutrition coming from fresh vegetables, clean proteins, no (or very limited) sugar and as few processed foods as possible.

## How do you test to establish the seriousness of each case?

During a consultation the sequence of symptoms, signs, urodynamic observations and conditions corresponds well to the ascending levels of patient evaluation. We need to understand the character of female urinary incontinence, as well as the underlying pathophysiology of the condition.

## What are the remedies, treatments for SUI?

Women with less bothersome symptoms may be suitable for a non surgical, conservative therapy. For women who have symptoms that cause more concern, surgical intervention should be considered, but your doctor will conduct an assessment and advise you on the right course of action for you.

One of the best and latest treatments for SUI is FemiLift CO2 laser, which is a treatment using micro-ablative energy to achieve a deep thermal effect and stimulate collagen renewal, inducing rejuvenation and tissue remodeling. FemiLift treats the entire pre-urethral space, increasing the thickness of the vaginal walls and providing better support to the mid urethra. The result is a significant reduction in stress urinary incontinence.

## What do you say to women who are embarrassed to go to the doctor?

SUI is remarkably common and many pregnant women and mothers go through this. In nearly 100% of cases, it is completely natural to feel embarrassed, with some sufferers even feeling ashamed. However, if it is affecting your quality of life, then it is far better for you to make the decision to take action to remedy it, rather than remain embarrassed about suffering! It's good to remember that SUI is the most common type of urine leakage that occurs in women. About 1-in-3 women will experience some degree of SUI during their lifetime, so you are not alone and your doctor will know how to help you.

*For help and further information:  
To make an appointment with a Gynaecologist  
visit [Mediclinic.ae](http://Mediclinic.ae), or call 800 1999*



•PARENTING.



This is how psychologists suggest parents can raise a happy child; and we're also carrying a touching open letter to mums.

# SECRETS TO RAISING A HAPPY CHILD

*Being a happy child does not mean being given sweets on demand, but rather giving a child the skills to contribute, achieve things for themselves, connect with people, rebound from setbacks and gain the confidence to pave the way to their own success.*

Every parent wants the same thing for their kids - to grow up feeling safe, secure, loved, comforted, confident, appropriately independent at each stage of their development, able and emotionally equipped to handle the school environment, challenges, to follow their dreams, and to find the success that makes them happy. But just how do we navigate the path to achieving this happiness in our children?

## **The difference between trying to 'give' them the emotion of happiness and enabling them to achieve it in themselves**

What makes a child happy? To answer this, it might be useful to start off by saying that making a child happy does not mean saying 'yes' to their every whim and demand. Giving them every new toy they ask for, or indulging them in staying up if they don't want to go to bed, or giving them sweets and pizza all the time because they say it makes them happy is not the real definition of achieving a truly happy child. You can't 'give' the emotion of happiness to a child, they need to feel it inside for themselves. Truly happy children come from a home environment that creates the conditions for the child's happiness to flourish.



### Develop bonds and connections

The surest way to promote your child's lifelong emotional wellbeing is to help them feel connected - to you, other family members, friends, neighbours, daycare providers and even to your family pets. "A connected childhood is the key to happiness," says Edward Hallowell, M.D., Child Psychiatrist and author of "The Childhood Roots of Adult Happiness."

Dr. Hallowell says that "connectedness" - a feeling of being loved, understood, wanted and acknowledged - emerged as by far the biggest protector against emotional distress, suicidal thoughts and risky behaviors, including smoking, drinking and using substances in older children.

Fortunately, a child's primary and most crucial connection to their parents can be cemented by simply offering what Dr. Hallowell calls 'the crazy love that never quits.' He says: "If a child has just one person who loves him unconditionally, that's the closest thing he'll ever get to a vaccination against misery." It's not enough, however, simply to possess that deep love; your child must feel it, too, he says. Hold your baby as much as possible; respond with empathy to his/her cries; read aloud to your child from the youngest possible age (babies can even enjoy colourful books with you!); eat, snuggle and laugh together.

Meanwhile, provide chances for them to form loving connections with others as well. We know from 50 years of research that social connections are an incredibly important, if not **the** most important, contributor to happiness. And it's not just the quality, but also the quantity of the bonds - the more connections your child makes, the better.

### Don't try to 'make' your child happy by giving in to everything

It sounds counter-intuitive, but the best thing you can do for your child's long-term happiness may be to stop trying to keep him or her happy in the short-term by trying to put our kids on a 'Little Emperor' pedestal and granting them their every wish and desire, this is what they'll grow to expect. Not only would you be denying them the coping skills and appropriate level of emotional maturity to handle being told 'no', but the real world doesn't work that way, which is going to make them unhappy young adults.

To keep from over-coddling, recognise that you are not responsible for 'giving' your child happiness 24-7. Parents who feel they have to do this have great difficulty allowing the child to experience anger,

## P A R E N T I N G

sadness, or frustration. The child quickly works out that all they need to do is to cry, scream, shout, get angry or throw a tantrum and their parents will cave in to their demands. Parents in this situation tend to swoop in immediately to give them whatever they think will bring a smile or to solve whatever is causing them distress. Unfortunately, children who never learn to deal with negative emotions are in danger of being crushed by such emotions as adolescents and adults.

Once you accept that you can't make your child feel happiness (or any other emotion for that matter), you'll be less inclined to try to 'fix' his or her feelings and more likely to step back and allow the child to develop the coping skills, resilience and confidence they'll need to bounce back from life's inevitable setbacks.

### Work on your own happiness

Because we are responsible for our own happiness, and because children absorb everything from us, our own moods matter. Studies show that calm, happy parents are likely to have calm, happy kids; while children of depressed parents suffer twice the average rate of depression. Consequently, one of the best things you can do for your child's emotional wellbeing is to attend to yours: make time for proper rest, relaxation and romance as part of your regular routine. Nurture your relationship with your spouse, because if parents have a really good, committed relationship, the child's happiness often naturally follows.

### Praising the right things

Not surprisingly, studies consistently link self-esteem and happiness. Our children can't have one without the other. It's something that we know instinctively, but it starts to work against a child if parents act like over-keen super-fans that go over the top and gush over every single thing the child does. While children should rightly be recognised and feel valued, this sort of zealous praise can backfire if a child comes to expect a roaring fan club reaction for every single action and doesn't get it. If everything your child does is 'super-amazing', then the praise quickly loses the impact it could have.

### How over-zealous praise can cause unhappiness

The danger is that if over-gushing praise is the only kind of praise a child hears, the child could easily believe they need to achieve something in order to win your approval. That means a child can become afraid that if they don't 'succeed', they'll fall off the pedestal and their parents won't love him anymore. Constant praising of specific traits such as intelligence or prettiness can also undermine children's confidence later, if they grow up believing they're valued for something that's out of their control and potentially fleeting.

If you praise your child primarily for looking beautiful, for example, what happens when (s)he grows, start comparing themselves to school peers and media images, and does not feel beautiful - ie. they don't feel they have the very thing that makes them special and loved? Research shows that kids who are praised mainly for being bright become intellectually timid, fearing that they will be seen as less smart - and therefore less valuable - if they fail.

The solution, however, is not to withhold praise but rather to



redirect it, according to child psychology experts. This means praising the effort rather than the result. Praise a child's creativity, their hard work, their persistence - all the things that go into achieving, more than the achievement itself.

Experts agree that this approach fosters a 'growth mind-set' where a child believes that they can achieve things through effort and persistence, rather than just 'being' amazing. Kids who are labelled as being 'amazing' whenever they do anything can often feel they need to prove themselves again and again to their parents. Whereas studies show kids with a growth mind-set do better and enjoy their activities more because they aren't worried what people will think of them if they fail.

Research has shown it's possible to instill a growth mind-set in children with one simple line of praise: '*You did really well on xyz,*





*you must have worked really hard.* So, rather than the experts saying to parents that they shouldn't praise their children, focusing on something within your child's control can lead to a deeper sense of self worth and confidence - and therefore a happier child.

### **Allow for success and failure**

Bolstering a child's self-esteem can sometimes mean focusing less on compliments and more on providing them with ample opportunities to learn new skills. Mastery, not praise, is the real self-esteem builder, according to some child psychology experts. Fortunately, when it comes to the under-4s, nearly everything they do is a chance to attain some mastery over something, because everything is new to them: learning to crawl, walk, feed and dress themselves, use the potty, colour in shapes, ride a tricycle, etc.

A challenge for parents is to stand back and let children do for themselves what they're capable of, rather than leaping in and doing everything for them. Allow a two or three year old child to make a little mess while they learn to feed themselves, or if a young toddler has a soft stumble while learning to walk, let them get up themselves, rather than rushing over to pick them up.

While it can be difficult to watch our kids struggle over learning the basics, they'll never know the thrill of mastery unless we allow them to risk failure. Few skills are perfected on a first try. It's through practice that children achieve mastery. And through repeated experiences of mastery, they develop the can-do attitude that lets them approach future challenges with the zest and optimism that are central to creating a happy life.

### **Give your child some responsibilities**

Many experts say that happiness depends largely on the feeling that what we do matters and is valued by others. From a psychology perspective, without that feeling, people tend to fear we might be excluded from the group, which is a primal fear in humans. In other words, people need to be needed.

The more a parent can convey to a child that they are making a unique contribution to the family, from an early age, the greater their sense of self-worth and their ultimate happiness. Kids as young as three can play meaningful family roles, whether it's carrying the salt and pepper pots to the table for meals, helping to mix salad ingredients in a bowl for the family, or picking up their toys from the floor when they are finished playing to help keep your home nice and tidy for everyone.

Wherever possible, assign a role that plays to your child's strengths. For example, if your little one loves to organise things, give them the job of sorting the forks and spoons. If your child has a nurturing personality, perhaps their role could be entertaining his baby sister while you get dinner on the table. As long as you acknowledge that your child is making a contribution to the family, it will heighten your child's sense of connection and confidence, which are two huge factors for lasting happiness.

### **Encourage a sense of gratitude in a child**

Finally, academic studies on happiness consistently link feelings of gratitude to emotional well-being. The research has shown that people who regularly write down the small things that they are grateful for feel more optimistic, make more progress toward goals and feel happier about their lives overall. Obviously, it is not realistic to keep a 'gratitude journal' but one way to foster gratitude in children is to take time when chatting at the dinner table to ask each member of the family to tell the family something they are thankful for.

It is an easy mindset to encourage if a parent always starts with something like: *'I'm grateful that we can all sit together and enjoy a nice dinner'*, or *'I'm grateful that it wasn't too hot today, because it was nicer to enjoy going for a little walk.'* The important thing is to make it a regular habit and your child will soon get the hang of it. Feeling and expressing gratitude encourages your child to be more aware of the good things that happen and is one habit that will foster all kinds of positive emotions that really can lead to lasting happiness.

# MAMA, YOU'RE NOT ALONE

## A HEARTFELT LETTER FROM CONTENT CREATOR AND MOM DINA ZAHARAN TO EVERY MOTHER



### DEAR MAMA,

I see you. I see your sleepless nights and long days. I see you wondering if you're doing enough for your baby, if you're giving your baby the best that you can. I see you overthinking everything and trying your best to be the best. I see you trying to balance motherhood with being a wife, still remembering yourself. I see your tears and your struggles. I see you looking at yourself in the mirror, examining every inch of your body, wondering when things changed so much.

But let me tell you a secret... you're not alone. We're all in this together. This is what motherhood is. It's exhausting, it's tough, it can feel like a thankless job, but it's also the most beautiful journey we've been on. This little child loves you more than anybody in the whole world. This little child constantly looks to you for approval, they cry for comfort, and they feel at ease in your arms. This little child can't survive without you. Don't ever forget your worth, even for a second. You might feel like you're just one little person in a big world, but don't forget that for one tiny person you are the entire world.

“As a brand that looks to inspire belief in all parents

WaterWipes encourages all mommies & daddies to join the conversation on **#ThisIsParenthood** by sharing their own real parenthood stories tagging **@waterwipesmiddleeast**”

So just take a minute, take a step back and look around you. Look at this beautiful life you have created, a life that nobody else could have created but you. Look at this little human that's all yours, that special smile they give you and only you. Know your worth. Know how special and unique you are. Know that you are loved, you are amazing, and you are special.

Please don't be so hard on yourself. Life is tough as it is, you don't need the added pressure of self-judgment and self-doubt. Be kind to yourself and give yourself a break. Nobody's perfect, I know you're just doing your best, and that's good enough.

The sleepless nights won't last forever, the food wars won't go on into their 20's, and the temper tantrums... well, those might go on for some time (to be honest!) But this is all temporary so don't get lost in the chaos and forget to enjoy it. Be proud of yourself, proud of your little baby. Enjoy the laughs, the tears, and all the crazy moments in between, because they'll fly by faster than you can imagine.

Don't you, for even a second, forget that you are and always will be the best mama for your baby.

LOVE, *Dina*



Don't forget to vote for **WaterWipes** as the **Best Baby Wipe Brand of the Year** at **Mother Baby & Child Awards 2020**

**"I've been using WaterWipes since my daughter was born over 4 years ago. I love it not only because the product itself is amazing, but also because of what the brand stands for and how much they believe in and supports the whole parenthood journey"**

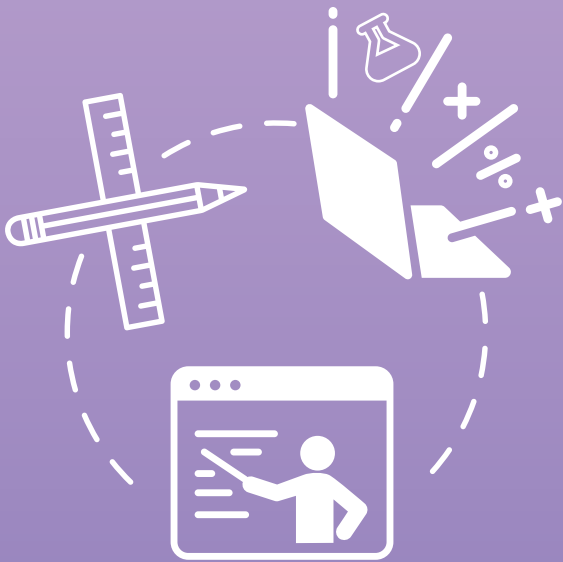
*Dina*



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# •EDUCATION.



Has distance learning given an unexpected boost of confidence to shy kids? Here we look at this and also innovation-based learning.

## HOW VIRTUAL LEARNING IS HELPING SHY CHILDREN

*The world is changing in response to the pandemic and so are our methods of teaching. Virtual learning is one such change and for many students who have previously exhibited shyness, and this form of learning has served as a boon, says Cody Claver, General Manager, iCademy Middle East.*





During these challenging times of school and nursery closures, social distancing and strict lockdowns, we've had to adapt and adjust to the new environment in ways we never imagined. Virtual learning is one of the major changes for children, including the shy ones, and has been helping these students to boost their confidence. The reasons for this are many. Virtual learning has made children more independent and self-reliant. Shy children find a comfortable and safe setting in their home in which they can express themselves confidently and positively. Those who were previously reluctant to speak up and felt overpowered by their peers in a classroom setting are now seen smiling and interacting with teachers online, according to Cody Claver, General Manager, iCademy Middle East.

Claver says: *"There is a segment of students that have school phobia and are shy and reticent with their peers in a 'bricks and mortar' school setting. For shy students online education can provide a safe haven for them to engage in the most important activity of their young life.*

*Students that are more reserved oftentimes will thrive in an environment of anonymity. They appreciate that the work they produce or the comments they share are not judged by how they look, dress, or carry themselves. Their work is judged based upon the quality of their efforts. Virtual education is an important modality of*

*education for students for whom traditional school settings don't work. They are now able to hold their own and present their understanding of concepts via the online sessions."*

Virtual learning sessions are proving to be engaging, interactive, visually attractive, and supported by a digital presentation to enhance clarity. Most programmes, especially for very young children, include songs, games, curricular content that is introduced with a multi-sensory approach to support children's diverse learning styles and multiple cognitive levels.

Most of the virtual learning programs at iCademy Middle East also have an interactive screen that allows the teacher to see what the child is touching and responding to. The children recognise their friends and peers by seeing them on a daily basis and call out to them by their name and their interests. There is a reflection session in which each child is able to proudly showcase their achievements and share it with their teachers and friends. Everyone is able to appreciate and applaud each other's achievements and the children feel a sense of pride and ownership in their work.

Cody Claver adds: *"Students find both their own voice and meaningful pathways to social interaction in virtual schooling. Teachers in*

*a virtual environment are very important in establishing learning environments that foster cooperation and collaboration among students. When teachers structure learning experiences and projects that put students together in small groups (virtually) it gives students opportunities to interact and develop their social skills. There are also a lot of opportunities for students outside school hours through sporting activities, music lessons and activities."*

In addition, teachers and schools follow several tips and tricks also to keep children attentive and focused during the sessions for young children. They rank from incorporating humour, to playing games and just having fun. The teachers keep the lessons lively and engaging by sometimes letting the children be the teacher or asking them to do a 'show and tell', *"which we know is their all-time favourite"* says Claver. Even online, the children love to show their favourite items and equally enjoy seeing what their friends have to share.

All in all, online learning, as daunting as it may seem, with the right combination of a well-planned system and great team to back it up, can be a highly effective and efficient way to not only work with our children in the current times, but also to encourage shy young children to come out of their shell, express themselves and gain self-confidence.



# DEVELOPING AN INNOVATIVE MINDSET IN STUDENTS

*Educational leader and Founding Director of Fairgreen International School, Graeme Scott, shares his vision of “the foundation of an innovative mindset” - developing curiosity, imagination, resilience and self-regulation in students.*

Founding Director of Fairgreen International School, Graeme Scott, brings a wealth of knowledge and experience to his role in leading a high performing International Baccalaureate school. He came to Fairgreen after serving for six years as Deputy Head at the International Bangkok School. Prior to that post, he was Principal for seven years at the International School of The Hague, in the Netherlands. His primary focus as an educational leader combines sustainable and ethical learning with academic achievement.

Ahead of the upcoming Virtual Open Day for all parents on ‘Inviting Innovation into Education’ on Wednesday, 4 November, at 11am (details at the end of this article), we asked Graeme Scott about his approach to education at Fairgreen.

## **What inspired you to become an educator?**

Both of my parents were teachers and I loved the stories they shared when they came

home. They were passionate about teaching and clearly loved what they did. These were probably the first sparks of interest for me. The idea of making a positive impact in a child’s life was the clincher - and it is still the most important element for me.

## **What drew you to the role of Director of Fairgreen?**

The compelling reasons were the idea of building a culture from the ground up,



combined with the excitement of launching an IB school, especially one being developed around the principles of sustainability. I loved my school in Thailand (the International School Bangkok) so I thought I could take the best elements of that school, build a unique culture and infuse it all with sustainability and contemporary skills.

Our founding organization, Esol Education, has a track record of promoting and encouraging innovation, so this seemed like a great fit for me and my ideas. In the past three years, we have already accomplished so much, including developing a robust and exciting IB curriculum, creating a culture of care and wellbeing with programming that is helping our students to thrive. Our students are excited about the future and see themselves as the change-makers of tomorrow. They are hopeful, ambitious and full of ideas on how to make the world a better place!

### How have you influenced the direction of Fairgreen?

I have always thought that schools should be places of care and learning - in that order. Students who feel cared for are better learners. I have used research and the science of care to help others see the links between these two concepts and I have worked with our leadership team to recruit a team of teachers who demonstrate an outstanding level of care about young people.

Another aspect of education I am passionate about is how we can equip our students with the tools and character they will need if they are to flourish. Academic success is too low a bar to aim for. We need to prepare our children for the unpreparable! What do they do when they don't know what to do? Can our children stay calm, think things through, apply some of the skills and knowledge they have learned at school and have the resilience to struggle, and struggle well, with problems that may not have straightforward solutions. It is not what our children know that is important anymore, it is what they do with what they know.

### What are the building blocks of a great school?

I think any great organisation starts with relationships. To build a network of caring, supportive and positive relationships is essential for any organisation, but even more so when children are involved. The way we all behave towards each other is noticed by children and it influences them. When a child is educated within an environment of courtesy,



kindness and fun, they are far more likely to develop these traits themselves.

You also need a clear, relevant, ambitious and compelling vision. I believe our Fairgreen pillars of sustainability; wellbeing; international-mindedness; academic growth and achievement; character; innovation; and social responsibility map out what we value. Our vision and path forward leads from this solid, focused platform.

A great school is also built upon communication, collaboration and community involvement. Many of our families walk and cycle to Fairgreen, so parents talk with one another and to our teachers and leadership team. There is open communication and transparency, which encourages parents to get involved and support the school. We also seek their feedback at regular intervals, listen and recalibrate when it's warranted. The early

development of these initiatives will quickly make a school become great.

### How does learning about sustainability inspire innovation?

The best and simplest definition I have seen for innovation is from the writer George Couros, "a way of thinking that leads to something new and better." Innovation isn't necessarily about technology, nor is it just about making things. Developing an innovative mindset in children is critical as we navigate our way through these challenging times. Just like we cannot rote learn our way out of Covid-19, children will need creativity and an innovative mindset to solve the quandaries that lie ahead for their generation. We have to encourage children to think differently and not to fear failure.

It is so important that we consider and prioritise sustainability as we move forward. We can use the lessons of the past and we can create a solid understanding around what will happen if we do not change our ways, and how we can do better. To quote a good friend of mine who works in the sustainability field, "we need to focus on how cool a sustainable future will be, not on how dark our future might be if we continue the same trajectory."

This positive, innovative thinking has already inspired some amazing initiatives, but we need more. This is what we are teaching at Fairgreen, to think positively and hopefully about the future, to take positive actions, and to try to make a difference, no matter how big or small.



To learn more about Fairgreen International School and how important it is for students to develop an innovative mindset, register for the upcoming Virtual Open Day on 'Inviting Innovation into Education' on Wednesday, 4 November, 11am, at [www.fairgreen.ae/virtual](http://www.fairgreen.ae/virtual)

# GOOD LIVING.



Editor's Beauty Picks, a beautiful new maternity collection, "the best staycation ever" and competitions galore this month!

## EDITOR'S BEAUTY PICKS

### MZ SKIN REVOLUTIONARY LIGHT THERAPY GOLD FACIAL DEVICE

MZ Skin has just launched its high-performance Light Therapy Gold Facial Device (AED 2,410). The golden LED (light emitting diode) mask is designed to promote glowing skin by delivering light therapy to the dermis to promote skin rejuvenation and help with a plethora of skin woes such as inflammation, breakouts, scarring, hyper-pigmentation and help stimulate collagen, elastin and promote skin repair.

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### MAGNITONE GO BARE



Rechargeable Mini Lady Shaver – Pink. Use wet or dry to leave skin feeling silky smooth!

Designed with a shaving head that contours to the shape of your skin and glides effortlessly over short hairs for more natural and comfortable hair removal.

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### MAGNITONE XOXO SILICONE FACIAL CLEANSING BRUSH



Magnitone London's XOXO Micro-Sonic Soft-Touch Silicone Facial Cleansing Device uses a Micro-Sonic technology with a rate of 8,000 pulsations per minute, allowing the brush to reach deep into your pores dislodging trapped impurities and gently exfoliating your skin to leave you with a more radiant, clear and healthy glow.

AED 199.50 and available online at [mumzworld.com](http://mumzworld.com), [www.sprii.ae](http://www.sprii.ae), [carrefouruae.com](http://carrefouruae.com), [www.amazon.ae](http://www.amazon.ae) and [noon.com](http://noon.com).

## GUERLAIN AQUA ALLEGORIA

Pera Granita belongs to the Aqua Allegoria collection, an ultra-chic and uber-refined collection of intensely fresh fragrances created by master perfumers, Guerlain.

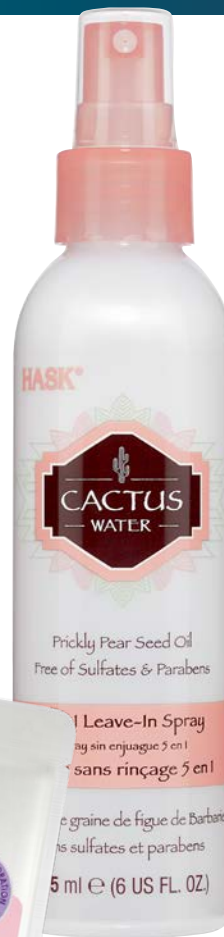
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## HASK CACTUS WATER 5-IN-1 LEAVE IN SPRAY

Infused with cactus water for nourishment and prickly pear seed oil for lightweight moisture, this leave-in spray conditions & hydrates; detangles; resists humidity & reduces frizz, repairs dry hair & helps prevent breakage and adds shine! Added bonus is that it is free of sulphates, parabens, phthalates, gluten, drying alcohol and artificial colors.

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## SKIN REPUBLIC RETINOL HYDROGEL MASK

This powerful anti aging hydrogel sheet mask super-charges skin with retinol to support natural collagen, reduce the appearance of fine lines and wrinkles, and increase skin's elasticity. Skin Republic masks are available at Lifestyle stores, Community Pharmacy and Boots Pharmacy.

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## GUERLAIN TERRACOTTA COLLECTION

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From AED 371 at Sephora



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Celebrating every woman's unique definition of beauty, this exclusive personalised beauty subscription box provides a thoughtfully curated collection specific to each subscriber's individual beauty and skincare needs. Each box contains a collection of 5-7 full-sized products with at least two premium brands guaranteed, valued at over AED 450. Beauty subscriptions can be ordered for 1,3,6, or 12 months, with prices from just AED 247 to AED 299 per box.

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## THE LOVE MUM COLLECTION IS FINALLY HERE!

Love Mum is an exciting new maternity collection designed especially for modern mums and available exclusively at Babyshop. The signature features of the collection are lots of choice, total flexibility for all occasions, quality, affordability and a great fashionable take on comfort - perfect for busy mums on the go!





In the Love Mum collection you'll find a wide choice of Tops, Bottoms, Dresses, Casual, Formal and Office Wear that can be worn both during and after pregnancy.

The collection is available throughout the UAE and GCC, both online and in stores, with Tops starting at AED 49, Bottoms from AED 59, Blouses from AED 109, Jeans from AED 129 and dresses from AED 99.

*Shop online at: [Babyshopstores.com](http://Babyshopstores.com)*





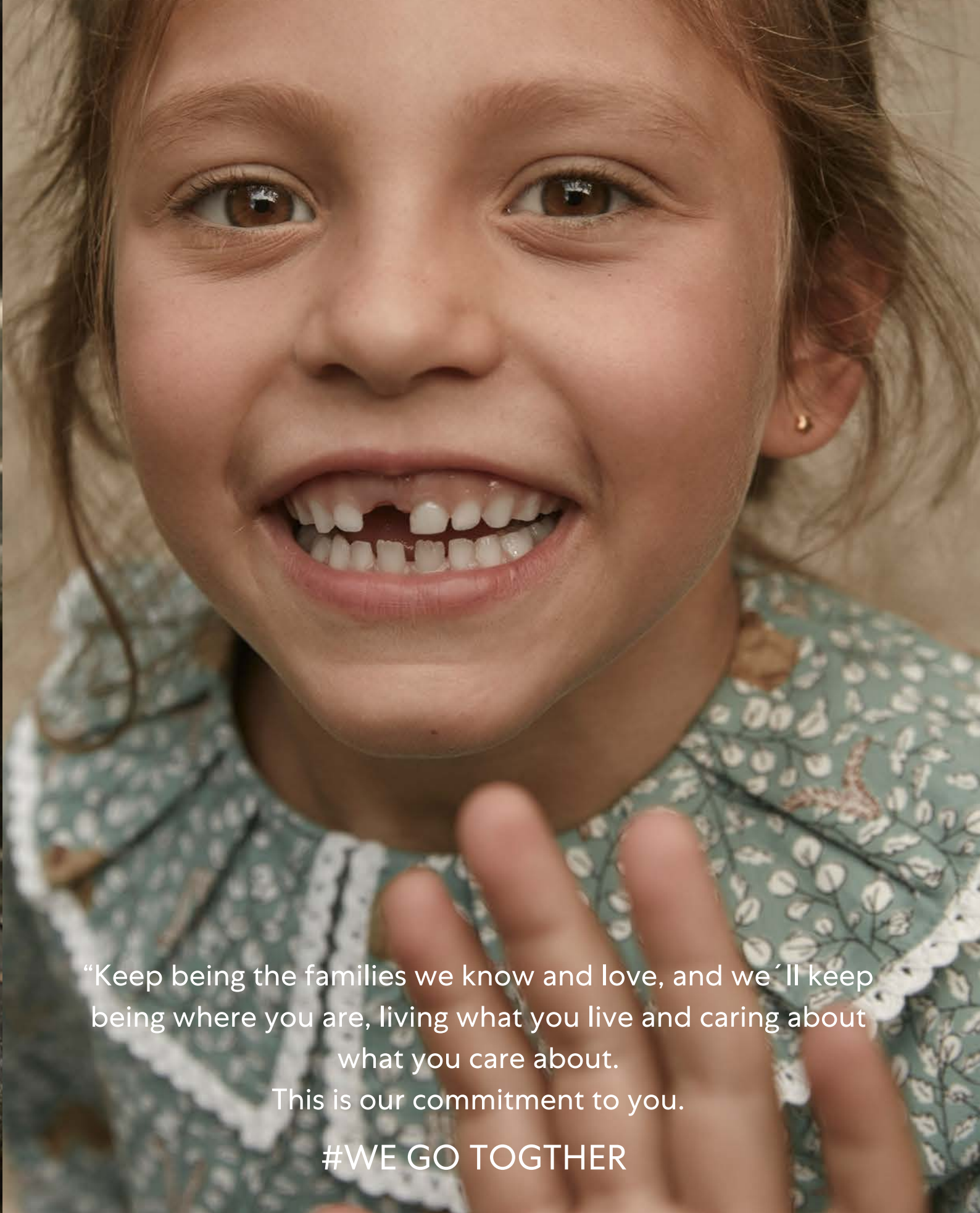


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This is our Brothers & Sisters FW20 collection, which presents a more familiar environment.

A collection developed around more premium on trend fabrics such as tartan and barbour quilts, which we accessorise with galoshes and bucket hats, perfect for winter





“Keep being the families we know and love, and we’ll keep  
being where you are, living what you live and caring about  
what you care about.

This is our commitment to you.

#WE GO TOGETHER



# *Sofitel Dubai The Palm Staycation Review:* **A DAD & SON'S PERSPECTIVE**

*Told through the eyes of 13-year old Francis and his dad Matt, this is the touching review of their mid-week family staycation experience at Sofitel The Palm Resort & Spa, which turned out to deliver much, much more than just a holiday!*



Matt Joseph and his wife Smitha have two amazing sons, Joe (18) and Francis (13) who are bright, lively, intelligent and sporty boys, with a particular love for cricket, enjoying the outdoors and travelling. When the pandemic caused a sudden lockdown, 'normal' family life as they knew it changed, both dramatically and subtly.

***"I could easily picture my family enjoying this!"***

Dad-of-two Matt tells us: "When I came across the details of the staycation packages at Sofitel Dubai The Palm Resort & Spa, I could easily picture my wife and boys enjoying the thrill and luxury of staying at Sofitel Dubai, The Palm. The deal was simply too good to pass up, but the clincher was realising that the whole family could take a luxurious 3-night break for less than the cost of a single flight ticket abroad for just one of us! The Covid period had brought all sorts of challenges to each of us and I knew my wife and kids really deserved time to put that behind us and feel totally carefree and relaxed."

***"The staycation hadn't even started and it was already a real eye-opener"***

Matt tells us: "I could feel the excitement from the back seat take an extra big leap when we turned onto the bridge and started driving into The Palm. It struck me just how easy and hassle-free it is to just jump in the





car, drive and pull up at the magnificent entrance of our luxury holiday destination 45 minutes later. No traffic jams to the airport, no passport queues, no hours of waiting around with the kids getting bored. Going on holidays, we usually lose a day travelling, and then lose another day coming back - so we're exhausted by the time we arrive home. But this staycation hadn't even started and it was already a real eye-opener."

#### OVER TO 13-YEAR OLD FRANCIS...

"I was so excited when the lady at check-in told us the Punjab cricket team were staying in the Sofitel resort at the same time as us, because of the IPL. I said to her: 'WOW! They're a big deal.' She smiled at me and told me: 'So are you.' I didn't say anything, but I felt really, really special and so happy."

Sofitel Dubai The Palm Resort & Spa is as big as its name! It's such a big resort that they have buggies that you can call any time and they will immediately arrive and take you to your room, any of the five pools, the Maui Beach restaurant to the tennis courts, or anywhere around the resort, any time. From our buggy, we spotted the cricket team bus! That was so, so, so cool!"

#### *"Wow dad! Come and look at this!"*

Matt says: "The immaculate, spacious and luxurious 2 bedroom family apartment

just got the boys even more excited. We loved the ambience created by crisp white linens, splashes of colour and the easy sophistication of the room decor. I heard Francis, half-shouting/screaming from the balcony: "Come and look at this!!!" The view from our huge balcony was sensational. Nothing but palm trees and the sea stretching out as far as the eye could see. Nothing but sheer thrill, warmth and happiness stretching the full length of the apartment behind me."

#### A STROLL AND A SWIM

"The grounds of Sofitel Dubai The Palm are lush, green and tropical, with little bridges and garden features. It was a lovely place to get lost in the landscaping and take it all in. Not only did we see birds flying and singing, beautiful flora and fauna, we stopped to admire it all. I do not remember the last time we ever did this in Dubai - just put our world on hold while we stop to appreciate the beauty of it."

When we came across one of the five pools on the Sofitel resort, it wasn't a surprise when the boys headed right for it, got down to their shorts and jumped right in. It's the most perfect feeling as a parent to just watch your kids being kids and enjoying themselves without a care in the world."

#### BACK TO FRANCIS...

"I told mum and dad to join us in the pool, but they just wanted to lie by the pool and relax. Eventually, we had to go and get ready for dinner at The World Eatery restaurant in the resort. They have every kind of food there - pasta, pizza, indian, soups, salads and much more. It was just so nice that we all chose what made each of us happy and we all had mocktails together - deeee-licious! The staff in the restaurant were really nice to us and made me feel special."

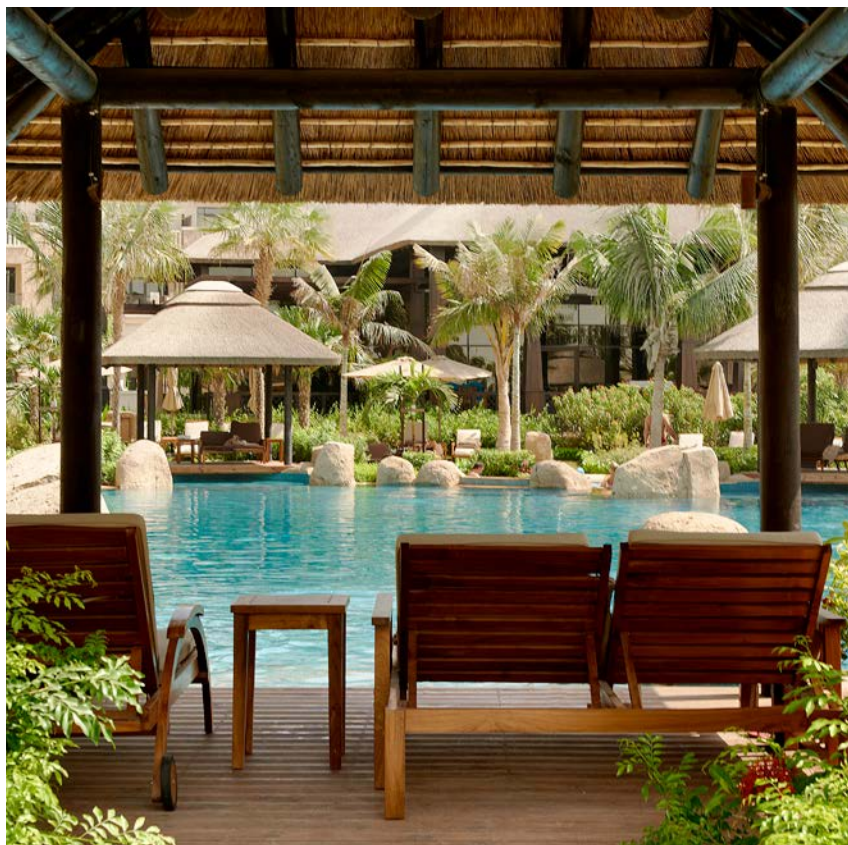
#### AND MATT...

"The boys went to bed happy and exhausted. I sat with my wife on the balcony, feeling a warm breeze and chatting while overlooking the sea. We talked about how Sofitel really has created the perfect experience for us - pools that the boys love, beautifully landscaped gardens, family menus that encouraged the boys to be adventurous - and a breath-taking view from a large balcony overlooking the sea to wind down before bed."

#### A DAY OF ACTION ...

"I went with Francis for an early morning game of tennis while my wife and my eldest got a little extra sleep. We had





pre-ordered breakfast and I wish I had more tummy space to try all the delightful breakfast offerings at Sofitel! All four of us had eggs cooked differently, there were fresh juices, pastries, breakfast sausages and bacon, Arabic breakfast, cereals etc. It was exactly how you would expect a luxurious breakfast buffet to be!

My wife had booked a spa treatment - a full body massage that she found just wonderfully relaxing. While the boys were doing an online lesson in our resort apartment, I caught up on my work emails and after our various appointments, we all met for a stroll on the beach and some sun time before lunch. The sand between the toes toyed with the flip-flops, so we opted to try a different pool in the resort instead. This one had a waterfall, much to the delight of the boys. I can't speak highly enough of the layout and facilities within the Sofitel resort. They are so impressive and there is so much scope to have lots of different kinds of staycation experiences.

"My wife and I reclined back by the pool in the comfy loungers, with a cool drink in our hands, feeling the warm Dubai

sunshine on our skin. We could see the palm trees and gardens of the Sofitel all around us and it felt like...paradise. We watched our boys, who were whooping with delight and excitement as they came hurtling down the water slide in one of the five Sofitel pools and splashed into the refreshing water with total relish. As parents, nothing makes you more proud and happy than seeing your kids just being happy, having fun playing together and splashing to their hearts' content. And we have Sofitel to thank for creating that happiness here.

We headed for lunch at the Manava restaurant, which is themed on the art, flora, decor and feel of tropical Tahiti. We had the choice of having breakfast here, but opted instead for lunch that had a fresh and international feel to the menu. The beach, the sounds, the chefs and the delicious aromas gave Manava a great tropical holiday atmosphere.

We definitely had to walk off our lunch afterwards and it felt like a little adventure seeing what we would discover around the grounds. The boys spotted the Punjab

cricket team again, which added a thrill to an already very special family time. We spent the afternoon again relaxing by the pool - if you can call hurtling down water slides and splashing 'relaxing'! It was the most perfect family afternoon of lazy sunshine, cool water, refreshing drinks and utter holiday bliss.

To cap off our last evening, we went for dinner at the Porterhouse Steaks & Grills restaurant and the service staff added to the relaxed vibe by taking time to explain menu items to my sons. There is an extensive children's menu of healthy, 'clean' foods, but the boys opted for a steak - the first time in their lives they ever ordered one in a restaurant. I'm not even sure I can describe how charmed and captivated the boys were with the table-side theatre of our waiter carving the most perfectly-cooked Tomahawk steak in front of them.

Sofitel The Palm is simply brilliant at making every detail and opportunity count to make families feel special, relaxed, happy and well looked-after. If this is the first time my boys have eaten steak, I love that they will now always compare any other steak to










the benchmark of pure exquisite excellence at Sofitel's Porterhouse restaurant. For the first time since Covid hit, I saw lightness, delight and sheer happiness in the faces of my family. In the same way as Porterhouse set a benchmark for the boys, experiencing the family staycation experience at the Sofitel Dubai The Palm Resort, is experiencing the gold standard from which there is no going back. Except in this case, we will be going back - again and again - because **my** family deserves it!



#### **OCTOBER STAYCATION DEAL:** AVAILABLE FROM 1ST - 31ST OCTOBER 2020

With the weather now getting cooler, it's the ideal time to plan your own staycation on Palm Jumeirah for you and your family to enjoy some relaxation and freedom away from all your daily woes. The spacious resort features a variety of pools that kids absolutely love, a private beach, spa and water sports to enjoy during your stay. The signature restaurants are also open every day for you to enjoy breakfast, lunch and dinner.

#### **The Staycation offer includes:**

-  Free daily breakfast
-  Free access to the Amura Kids Club
-  Free late checkout until 3pm, subject to availability
-  20% discount at all restaurants and in-room dining each day
-  40% discount on 1 hour treatments at Sofitel SPA

With an exclusive offer for UAE residents,

book your stay in Polynesian-themed hotel rooms, suites or fully-furnished one and two bedroom apartments and enjoy that feeling of a true tropical getaway.

Book a Luxury Room and get a free upgrade to a Junior Suite based on availability.

Rates start from AED 588++ per night for 2 adults & 2 children. (Children below 12 years stay in existing bedding. Extra charges apply for older children.)

*For reservations, call 04 455 6677 or see [sofitel-dubai-thepalm.com](http://sofitel-dubai-thepalm.com) for more details.*

# COMPETITIONS

[motherbabychild.com/competitions](http://motherbabychild.com/competitions)

## WIN! A FAMILY STAYCATION COURTESY THE ENTERTAINER, WORTH AED 1,000

The ENTERTAINER is the leading lifestyle savings app, packed with thousands of offers on all the things you love, from well-known dining, leisure and entertainment outlets to beauty and hotel brands across the Middle East, Asia, Africa and Europe. This month, we've teamed up with the ENTERTAINER to offer one lucky reader the chance to win a 1 night stay for two adults and two children under 12 at the iconic Grand Hyatt Dubai, in a Grand Room with Downtown View including breakfast, worth AED 1,000!



## WIN! A AED 500 KIBSONS VOUCHER TO STOCK UP ON HEALTHY TREATS



As the new school term is well underway, chances are you're busy prepping lunch boxes for your little ones and trying to keep them as healthy, nutritious and tasty as possible. Never an easy feat, however with Kibsons on hand, you have an extensive range of affordable, nutritious snacks that will not only keep you inspired when making up the lunchboxes each day, but are guaranteed to keep hunger at bay and little tummies full and satisfied throughout the school day. Kibsons pride themselves on making healthy food options conveniently available to UAE families at an affordable price. Their vision is to make healthy eating easy and only sell products that they would happily feed their own family. Kibsons believes that its point of difference is also ethical, sustainable and responsibly sourced, and they strive to bring healthier, safer, clean-label and eco-friendly products to the community.

*For a chance to win one of this month's prizes, visit [motherbabychild.com/competitions](http://motherbabychild.com/competitions)*



## WIN! A DISNEY X PANDORA BRACELET WITH OSN, WORTH AED 500



OSN is excited to bring the coolest of family-friendly entertainment to our screens with Disney's Frozen 2 - now available to watch on the OSN streaming app. Ranked as the number one animation movie of all time, Frozen 2 sees Elsa, Anna, Kristoff, Olaf and Sven venture on a journey to the enchanted forest and dark seas beyond their Kingdom in order to discover the origin of Elsa's magical powers and save their Kingdom after a mysterious voice calls out to Elsa. In celebration of the movie release, we have teamed up with leading entertainment network, OSN and Disney to offer one lucky Mother, Baby & Child reader a beautiful Disney x Pandora bracelet with Frozen charms and dangles featuring some of your child's favourite characters.



## WIN! A SPOOKY HALLOWEEN HAMPER FROM MARKS & SPENCER, WORTH AED 500



Marks & Spencer is helping customers get ready for a terrifyingly tasty Halloween this year with the launch of its spooky food range for kids and adults alike. And you can be in with a chance of winning the new range in a bespoke hamper!

The new range includes show-stopping dinner table centrepieces, as well as plenty of party treats such as Milk Chocolate Eyeballs, gruesome Chocolate Severed Fingers, Fizzy Whizzy Wings, Count Colin the Caterpillar Gummies, Spooky Milk Chocolate Lollies and Cheesy Vampire Fangs. You can also find a range of sharing treat boxes at Marks & Spencer this Halloween, including Fruity Gruesome Sweets with jelly brains, bones and hearts.

For a chance to win one of this month's prizes, visit [motherbabychild.com/competitions](https://motherbabychild.com/competitions)



## COMPETITIONS

# WIN! A 2-MONTH SUBSCRIPTION TO KOALA PICKS HEALTHY SNACK BOXES, WORTH AED 500

Make packed lunches and snack times a breeze with Koala Picks, the healthy children's snack brand that promotes delicious lifestyle habits for families with their healthy sweet and savoury snacks, breakfast and baking items. Koala Picks offer single boxes and a subscription service of their snack boxes (which come in three different sizes to fit all families), ensuring children have a wonderful variety of both tasty and nutritious snacks.

Win a two-month subscription to Koala Picks Light Snackers Box! This includes 4x snacks per box every week for two months, along with a Koalified Chef Starter Pack that includes a breakfast bundle with all four breakfast and baking items from the Koala Picks range.

The Koala Picks promise is to provide families with yummy snacks and products that are completely free of refined sugar, preservatives, artificial colours and flavours – leaving only clean, healthy, natural ingredients!



# WIN! A 1-MONTH SUPPLY OF PUREBORN ORGANIC NAPPIES AND WIPES, WORTH OVER AED 300



PureBorn's plant-based nappies are carefully formulated to protect the environment and babies' sensitive skin. The brand uses sustainable materials and organic bamboo, which is eco-friendly and great for your baby too. Bamboo is naturally hypoallergenic and antibacterial and these properties help to protect your baby's skin against rashes, germs and infections. The PureBorn wet wipes are enriched with organic grapefruit extract, rich in antioxidants and vitamins, which stimulate cell growth and regeneration. They also contain lycopene, which is known to reduce redness and inflammation of the skin. One lucky mum will win a month's supply of both their organic bamboo nappies and pure grapefruit wipes.

*For a chance to win one of this month's prizes, visit [motherbabychild.com/competitions](https://motherbabychild.com/competitions)*





@mbcmagazine

# Mother Baby & Child AWARDS 2020

The Mother, Baby & Child Awards acknowledge the contribution that brands, educational establishments, healthcare providers and other entities make towards shaping the future for families in the UAE, through their role in helping parents and nurturing children.

Now in our 9th year, we will be awarding products, services and people that excel at serving both families and the community in the UAE – as voted for by YOU!

Vote and be in with the chance of winning an amazing three-night stay for a family of four at The Anantara Villa Padierna Palace, Marbella, worth Dhs18,000. The package also includes private sports classes of your choice and spa treatments.

## VOTE NOW!

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