

ISSUE 114 | NOVEMBER 2020 | AED 15

Mother Baby & Child

HOW PLAYING
WITH DOLLS
HELPS CHILD
DEVELOPMENT

HOUSEHOLD
CLEANING HACKS

SMASHING
PUMPKINS!

PROFESSIONAL
MAKE-UP TIPS
FOR ZOOM CALLS

**COMPETITIONS
GALORE TO
ENTER IN
THIS ISSUE!**

**4 PAGES OF FESTIVE
DECORATION IDEAS**



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EDITOR'S LETTER

Hello Mum!

How are you doing? We've made it this far through a year that has been hallmarked with challenges that have affected every member of the family to some degree or another. November is a month where the Dubai Fitness Challenge will get into full swing, so we've dedicated the Things to Do section to a rundown of fitness activities that you can use to recharge your energy banks and get fitter. There are plenty of activities in all areas of Dubai for children and even toddlers on these pages too! Getting involved in the Dubai Fitness Challenge is a really great antidote to the restrictions we've had to deal with this year, as well as being a fantastic way to reinvigorate your mind.

In this issue, you'll also find an interesting piece on some foods that you can incorporate regularly into your family meals that will help boost your mental health, as well as being good for achieving or maintaining a healthy weight. The article provides suggestions on a few key ingredients that can be incorporated into almost every style of eating.

As ever this year, we're encouraging you to 'get your Dubai back' and support local restaurants. We have some exciting, atmospheric recommendations for you this month that will suit all budgets and tastes, including "the perfect dish", which you can read about on page 8.

We know the festive season is coming, so there is just a small advanced teaser of decorative ideas to help you think about how to make it extra special for the kids this year. More to come in the next issue too, but for now, we are bringing you a bumper section of competitions with over AED 8,000 of prizes to be won. To enter the competitions, just go to the Mother, Baby & Child website and give it a shot - after all, 'you've got to be in it, to win it' as they say! Lots of good luck to you!

Stay safe,

Kay

Editor

Mother, Baby & Child Magazine



EDITOR'S —PICK—

I love that Brooklyn Creamery has launched a new range of fruit lollies with tons of fruit and exciting flavours that are only 41 calories each! They're available via the Deliveroo food delivery app right now.



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EDITOR'S PICK

Containing pure Caviar extracts, Skin Republic's CoQ10 Caviar Face Mask (AED 24) is an intensive and luxurious face mask that repairs and rejuvenates, leaving only a fresh complexion. Try it for yourself!





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○ Artificial Eye Creation

Cataract Surgery

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THINGS • TO DO •



Supporting local restaurants is important at the moment, so here are our recommendations, as well as a rundown of the Dubai Fitness Challenge events!



THE “PERFECT
DISH” OF THE
5 SENSORY
ASIAN
FLAVOURS
IS HIDDEN
IN... THE
CHOWKING
MENU!



Chowking has long been a late-night favourite for people looking for a hit of traditional Asian flavours that suit all tastes and diets. But we discovered recently that the Chowking menu has been secretly hiding what might be one of the most perfect dishes in Dubai!

Disguised under the deceptively simply name of 'Crispy Beef' on the menu, the dish is made from finely shredded strips of beef in their own sweet, savoury and spicy marinade, then coated in cornflour and wok-fried to achieve a satisfying crispy texture that seals in the juicy flavour of the beef. The beef is tossed through fine-shredded and flash-fried carrot and spring onion strips, which brings out the natural sweetness of the carrot, together with saltier seasonings...oh, and just enough green chilli to tingle the taste buds, without being a 'hot' dish.

This dish is a great treat for people who love good food, enjoy beef, like to keep to a protein-based diet, or people who adore crispy textures. But...the real genius behind this very special dish is the two accompaniments that come with it - a deeply smokey, mild chilli oil and a little known fresh relish called 'atchara'. Atchara is a pickle made from grated unripe papaya popular in the Philippines and has a flavour of mild citrus. This dish is often served as a side dish for fried or grilled foods such as barbecue meats.

When eating the complete dish with the



accompanying condiments, every mouthful of the expertly-seasoned crispy beef, dipped in mild smokey chilli oil, with a little touch of the citrus atchara achieves the 10 out of 10 mastery of the complex blend of the five sensory tastes of classic Asian cuisine - sweet, sour, salty, bitter and 'umami'. Unlike Western cuisine, good Asian cuisine perfectly balances all five of these sensory tastes in the one meal. The fifth taste, "umami" helps to bring together the four other tastes. Otherwise translated as delivering a 'savoury' element, it is often responsible for the 'deliciousness' or 'great flavour' that is difficult to articulate or attribute to one particular ingredient. It provides an added moreish factor that balances and ties

together the other four tastes in the one dish. It is rare to find this perfect balance and Chowking delivers it in this particular dish.

So, if you are a real foodie and love to explore cuisines, this particular dish is a MUST! At the time of publishing this, the dish has a promotion on the GoFood app and you can order it for delivery for just AED 23! Alternatively, you'll find this flavour explosion of perfection on any Chowking menu. As an extra bonus, try this "perfect dish" in the JBR branch of Chowking and you'll also experience perfection in service under the watchful eye of JBR branch manager Anirudh, who'll reveal more hidden gems on the menu!

THE BIG BRAZILIAN BRUNCH IS BACK AT FOGUEIRA!



If you had just one afternoon to enjoy Brazil, the chances are you'd want to enjoy a traditional Churrasco barbecue. A churrasco is a classic Brazilian barbecue style of eating where the best cuts of a variety of juicy steaks and cuts of beef, veal, lamb and chicken are seasoned and barbecued on big skewers and grilled over wood fire. As the meats cook, slices are sheared off and served to guests.

Traditionally, the meats are served with chimichurri, a sauce made with finely chopped herbs, olive oil, lemon juice (or vinegar) and garlic. It is used as a condiment for grilled meat and is popular in Argentina and Brazil to really help bring out the full flavour of the barbecue.

As with any good barbecue, the grilled meats just keep on coming as families and friends enjoy each other's company. Located in Delta Hotels by Marriott in Dubai's JBR, Brazilian rooftop restaurant, Fogueira, is now offering the Big Brazilian Brunch every Friday and Saturday, offering unlimited traditional Churrasco BBQ that you can

enjoy either inside, or on a choice of terraces that offer beautiful views of the Arabian Gulf and Dubai Marina.

Promising the true essence of native Brazil, the brunch not only indulges you with succulent and juicy, fresh off the grill meats and veggies, the brunch also provides popular Brazilian dishes such as Feijoada - a dish of black beans, Bobo de Camarao - a traditional seafood stew, Farofa - toasted cassava flour and lots more.

Choose between dining alfresco on a cool rooftop terrace or inside the restaurant, with packages starting from just AED 179 for soft beverages and AED 229 for house beverage and cocktails, complete with endless Churrasco running from 12.30pm to 4pm.

It's about time you deserved to treat yourself to this exciting culinary trip to the world of Brazilian cuisine to enjoy with your friends and family.

fogueiradubai.com

KIDS EAT FREE EVERY DAY AT PUNJAB GRILL, ABU DHABI

Located at the Ritz Carlton Grand Canal, Venetian Village, Abu Dhabi, the Punjab Grill fine dining Indian restaurant is offering complimentary three-course meals for children up to 12 years old, when accompanied by their parents dining at the restaurant. The menu features beautifully-presented dishes that really help to encourage children to try new things. There are vegetarian options such as Paneer Tikka and non-vegetarian options such as Malai Tikka, both served with Dal Makhani and Butter Naan along with a dessert. The kid's meal is usually priced at AED 75, but they'll dine for free every day until 7pm.

venetianvillage.ae/punjab-grill



INDULGE IN AUTHENTIC TURKISH FLAVOURS WITH THE ALL-NEW BRUNCH AT BESH



Besh, the authentic Turkish kitchen located at the Sheraton Mall of the Emirates, indulges you with traditional Turkish cuisine with the launch of its all-new Taste of Besh Brunch.

Using vintage recipes from 150-year old cookbooks as inspiration, the talented chefs at Besh have curated a special brunch offering that is vibrant, colourful and makes food exciting for all the family. Just a tip...watch the look of delight on your children's faces when the dishes arrive and have your camera at the ready!.

The brunch runs every Friday from November 20th from 1pm – 4pm and the options for the set menu are either AED185 or AED295 per person, depending on the beverage package you choose.

THINGS TO DO

DUBAI FITNESS CHALLENGE; FREE FITNESS ACTIVITIES

Free fitness events, health and wellness programmes and virtual sessions are now in full swing for Week 1 and Week 2 of the Dubai Fitness Challenge 2020 - but remember that prior booking is essential for all the activities and sessions!



Dubai Fitness Challenge (DFC), the annual Dubai celebration of all things fitness, has kicked off in full swing for its fourth edition with an action-packed calendar of free events, sports activities, health and wellness programmes and virtual sessions. It has never been easier for people of all ages, abilities and levels to find the motivation to keep moving, discover a passion for fitness and commit to 30 minutes of daily activity for 30 days.

Training programmes are free to access on the website: www.dubaifitnesschallenge.com

WEEKLY GUIDED RUNNING TOURS

For those looking to make their sightseeing adventures more invigorating, free weekly guided Dubai Running Tours provide a unique, on-foot perspective of iconic landmarks and scenic locales across the city. You can choose from three different routes with varying difficulty levels – an exciting, self-guided, 3km ‘treasure hunt’ style quest in the Dubai Creek area; a 5km fun run around Burj Lake in Downtown Dubai; and an advanced 10km beach run along Kite Beach. Tours across 5km and 10km are available every day at 6am. Self-guided, 3km, tours can be accessed for free on the Quesito city explorer mobile game.

FITNESS EVENTS

DP World Fitness Village Kite Beach

Make the most of the sun, sand, sea and surf

at the DP World Fitness Village Kite Beach. Fifteen distinct zones provide a plethora of activities and experiences for all ages – from intense HIIT workouts and family fun at Aqua Park, to volleyball games and beach football kickabouts. New this year are exciting trampoline workouts at Fitbit Rebounder, with a resident instructor on hand at all times. There's also a dedicated DP World women's fitness pavilion, with facilities dedicated to women-only workouts.

DP World Fitness Village Kite Beach welcomes visitors from 2pm-11pm on weekdays; and from 7am-11pm on Friday and Saturday.

Emirates NBD Fitness Village Al Khawaneej

An array of bikes available for half-hour slots. Daily group classes, open workouts, junior bootcamps, functional training, low climbing walls and parkour obstacles also promise lots of fitness fun for the whole family. Dedicated workout programmes for ladies are also available at the upgraded DP World women's fitness pavilion.

Mai Dubai Fitness Village Festival City Mall

The attraction will host four adrenaline-fueled activities - a 9-metre high outdoor





climbing wall, a tandem 250-meter zipline that takes you alongside the iconic Dubai Festival City fountain, a 4m and 6m bag jump, two quick flights and the region's largest mobile pump track. In addition, four exciting activity zones with football, basketball and a workout stage will entertain and excite one and all.

COMMUNITY-FOCUSED FITNESS

To spark the active spirit amongst even more people across Dubai and provide participants with the chance to experience free-to-attend activities within close proximity, DFC is introducing a number of Fitness Hubs. Residents can access a wide spectrum of free activities, specialised zones, professional trainers and world-class facilities. Over the next two weeks, the following fitness hubs will be active:

- › Gate Avenue Fitness Hub: More than 20 free classes, including HIIT, Pilates, cycling, yoga, Zumba and more.
- › Hamdan Sports Complex Fitness Hub: Make the most of three Olympic-sized swimming pools, badminton courts, gym and sauna facilities.
- › DMCC Fitness Hub: JLT Park will come to life with fitness workouts, classes and activities for nine days. Choose from morning yoga, full body workouts, dance classes, kids' activities and much more!
- › Hatta Fitness Hub: Immerse yourself in the serenity of Hatta with this brand-new fitness hub and transform your regular yin yoga and meditation routines into a memorable experience.
- › Zabeel Ladies Club Fitness Hub: Dedicated facilities for women to train with internationally certified female



fitness instructors and try out group exercise classes including Les Mills programmes, Pound Fit, Yoga, Pilates, Cycling, Aqua programmes and more.

- › Dubai Outlet Mall Fitness Hub: Ten different classes - from cardio, body-attack and HIIT, to yoga, Pilates, zumba and even a triathlon challenge. Kids can also join in the action with special boxing and zumba sessions.

VIRTUAL FITNESS

For premium fitness content and trusted information to craft individualised fitness programmes, the return of DFC's "Find Your 30" virtual content hub means anyone, anytime, anywhere can stay motivated throughout the month - including through the virtual fitness programmes. There's plenty in store for kids too, with custom workout content from PJ Masks, Dubai Parks and Resorts, IMG Worlds of Adventures and EA Sports FIFA 21.

Full details on dubaifitnesschallenge.com

BOUNCE LAUNCHES PLAY DATE MORNINGS



Dubai's leading freestyle playground BOUNCE, is fostering the next generation of freestylers with the launch of its Play Dates programme that gives junior jumpers the chance to jump for up to three hours for only AED 99. The fun doesn't stop there - parents can also join in the activity when they purchase a Play Dates ticket for their child.

The first BOUNCE programme to cater to toddlers, Play Dates runs from 9am to 12pm on Sundays through to Thursdays. Play Dates gives toddlers and kids up to the age of five years old the opportunity to learn and develop their physical, social and emotional skills and confidence in a multi-sensory, safe environment, with the help of BOUNCE's fully trained and friendly staff.

Available at BOUNCE Al Quoz venue and at BOUNCE X at Dubai Festival City Mall, there's no better way to start your child's day than at the unique facilities of BOUNCE, which will encourage your child's development, as well as providing a whole lot of toddler fun too!

For more information: bounce.ae/playdates/ Bookings: bounce.ae or Tel: 04 321 1400



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/ 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 Kandalauft, 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



We've devoted this section to the multitude of ways you can harness the power of baking soda - the hygiene secret lurking in every cupboard!



CLEANING HACKS WITH BAKING SODA

Baking soda, also known as bicarbonate of soda, is a must have for any baking enthusiast. But did you know it can also be used as a super-effective, gentle abrasive cleaning tool and a natural way to remove unwanted household stains and smells?



Typically costing just a couple of dirhams, baking soda is helpful in all sorts of household cleaning trouble spots, ranging from clearing out fridge smells to keeping your laundry white. Here is a useful rundown of the various spills, stains and cleaning situations you can fix with baking soda.



Smells and stains in plastic food containers

Leftovers have a way of leaving their mark. To freshen your containers, wipe them with a clean sponge sprinkled with baking soda. If the stains are stubborn, like stains left by food that has been cooked with robustly-coloured foods such as tomato paste or turmeric, soak

the container in a solution of 4 tbsp of baking soda and a litre of warm water. Just leave it overnight and wash as normal in the morning.



Fridge smells

You know that fridge smell! To minimise it, you can leave a saucer of baking soda in the fridge and it will absorb strong food odours so they don't linger. The nice thing about this is that it doesn't affect the taste of nearby foods. When you are doing a thorough clean of your fridge, remove all the shelves and clean the inside with a solution of warm water and baking soda, then wipe dry with sanitised kitchen roll as an extra hygienic measure.



Fresh fruit and vegetables

When you bring home fresh fruit and veg, it can often contain residues of soil, pesticides or the fertilisers used to grow it. For this reason, it is always best to wash your fresh items, especially if you are eating it raw in salads, or consuming the fruit. Mix a couple of tablespoons of baking soda with water and in a bowl and use this to wipe your fruit and vegetables clean and remove the unwanted particles on the produce.



Cleaning the kitchen

Nearly every dirty spot in your kitchen can benefit from being cleaned with baking soda. Mixed with water, use it to clean countertops, inside your microwave, range cooker hoods and cooking utensils, including chopping boards. Stainless-steel sinks also benefit from the baking soda treatment! They will be noticeably gleaming after you sprinkle baking soda directly onto a sponge scourer and rub the surface clean with it. Rinse with water... and let it shine!



Greasy pans and dishes

When your pans and baking trays have cooked food stuck firmly to the inside, or you have plates that have dried food such as egg yolks stuck to them, you'll need some extra help! Boost the power of your washing-up liquid by putting the liquid on your sponge and a teaspoon of baking soda on top before you wash. The baking soda will prevent the need for rubbing too hard with a sponge scourer, which can scratch and damage the pans.

Stale-smelling sponges

If you get into the habit of rinsing your kitchen sponges and soaking them in a solution of baking soda and water, this will keep them fresher for longer.



Musty cushions, sofas and carpets

You can freshen up a stale sofa, carpet or cushion remarkably well by sprinkling the surface of the item well with baking soda and letting it sit and do its deodorising work for an hour. The baking soda will absorb the smell into itself and after 60 minutes you can simply vacuum it up, along with the smells. If the item needs it, repeat this process. Even if your sofa or carpet is fine, doing this once a week is a good way to maintain the freshness.



A smelly pet bed

If you have a dog or cat at home, you'll know how quickly their bed can whiff. Baking soda is a low-cost and natural way to keep their beds fresh and cosy for them, as well as odour-free for the rest of the family! Simply sprinkle the pet bed liberally with baking soda and wait 15 minutes before vacuuming.



Grimy toys

Little children are notorious for easily getting grubby hands, which will then quickly transfer to their toys. As part of a regular routine, wipe the children's toys with a sponge dipped in a solution of baking soda and water.



A crayon-covered wall

When your child's artistic efforts end up all over your walls, scrub at the crayon lightly with a damp sponge sprinkled with baking soda. The gentle abrasive action will help to lift away the crayon mess.

Dusty stuffed animals

These dust-collectors will be easier to clean if you place them in a large plastic bag with 100g baking soda – secure the top, take the bag outside, and shake well. The baking soda helps draw out dust. After you remove them from the bag, vacuum any residue away.

Dingy laundry

Both whites and colours will come out of the washing machine brighter if you add 200g baking soda to your load. Combined with

liquid detergent, it helps balance the pH levels to get your family's clothes cleaner and brighter.

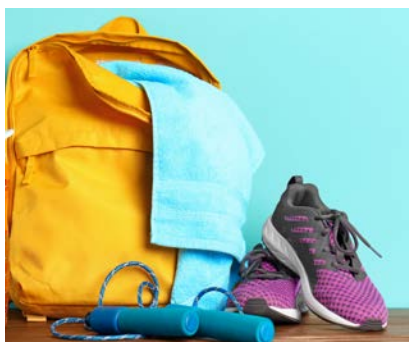


Mildew in your bathroom

Baking soda can become a valuable part of your bathroom cleaning routine, as any hint of mildew is immediately noticeable. If you scrub your bath tub, tiles, sink and shower curtain with a damp sponge and baking soda and then rinse them down, you'll be able to keep these surfaces gleaming and the shower curtain pristine.

A clogged drain

You can help to unclog a stubborn drain by pouring down 125g of baking soda followed by 125ml vinegar. The vinegar will make the baking soda fizz vigorously, which lifts off many of the clogging particles. Because of this, you need to cover the drain with a wet cloth to contain the science fair-like effects! Wait for 15 minutes, then flush the drain with hot water.



Smelly trainers and gym bags

The smell of trainers is always a problem! Tackle this by sprinkling some baking soda inside your shoes and your gym bag - the baking soda will absorb a surprising amount of the smell and keep them fresher. To get the baking soda out, just tap it out before you use them again.



Garbage bin smells

Bins are an enclosed space, so they will trap the smells faster and in a more concentrated way than anything else. Before you put in the bin liner, place some baking soda in the bottom of your bin to fight these odours.



A messy BBQ grill

It's barbecue season! For a quick and easy solution to keeping the barbecue grill clean, sprinkle some baking soda on your grill-cleaning brush before you scrub your grill. You can maintain the grill in great condition by cleaning it this way after you use it.



Dirty balcony or patio furniture

If you have stored garden or balcony furniture ready for the cooler season, give them a wipe-down with baking soda and water solution.

Before you put them away again at the end of the cool months, place baking soda inside the storage bags of the cushion pads to keep them fresh - you'll just need to vacuum them before use.



A musty linen closet

The closet where you keep your sheets and linens can absorb the smell of dust over time and start to give off a musty whiff. Keep an open box of baking soda placed near your sheets and towels to help keep the musty smells at bay.



Tarnished or dull jewellery

When your gold or silver stops shining baking soda provides the perfect solution to putting the sparkle back. Simply make a paste using three parts of baking soda to one part water and gently rub the jewellery with it using a soft cloth. Avoid using a paper towel for this, as it might increase the risk of scratching the surface of your jewellery. Then you just need to rinse. If you are looking to bring the shine back to fine chains, you can soak these in a solution of baking soda and warm water for a few hours, then very gently rub them with a soft bristle toothbrush or cotton bud.

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
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• HEALTH •



Walking delivers so many more benefits than just fitness, as you'll see here. In this section, we look at foods for a healthy mind and also celebrate the humble pumpkin!



THE HIDDEN BENEFITS OF GOING FOR A FAMILY WALK

Building a regular daily family walk into your schedule carries many hidden benefits. Here are some common ways that walking can boost health, regardless of your levels of fitness or age.

Walking is good for the brain and mind

Being active has been shown to have a positive effect on the way our brains work, and with the latest figures showing dementia affects one in 14 people over 65 and one in six over 80 it's worth bearing in mind that regular exercise reduces that risk by up to 40%. What's more, people who walk six miles (9.65 kilometres) or more per week can avoid brain shrinkage and keep their memory for longer.

Walking creates great posture

By paying just a little attention to your posture as you walk, you can help tone your abs and reduce your waistline. Concentrate on straightening your spine to create space between your ears and shoulders, relax your shoulders and pull in your stomach and pelvic floor. This helps your shoulders naturally rotate and works the abdominal muscles. And swinging your arms (backwards and forwards as you walk) faster not only increases your speed but also tones your arms, shoulders and upper back. So there's a double benefit here, by thinking a little about how you walk you can improve your posture and get a better workout too!

Walking helps you to gently lose baby weight

To start losing baby weight, you need to burn more than you're eating and drinking, and for that, a good brisk walk will really help. You can burn off twice as many calories by walking at 4 miles an hour (6.5 kilometres per hour) than you can at half that speed. Walking also increases muscle mass and tone. In short, the more muscle you have, the faster your metabolism, so the more calories you burn off.

Walking delivers a dose of Vitamin D

Getting out and about in daylight can boost natural levels of vitamin D, a nutrient that's hard to get from food, but one we can synthesise from exposure to sunlight. And vitamin D is a nutrient that plays a big role in everything from bone health to immunity.

Walking tones your muscles & strengthens bone structure

For joints to work at their best, you need to keep them moving. Regular walking gives knee joints a workout, increases your muscle strength and can keep your bones strong, giving definition to calves, quads, hamstrings and lifting your glutes. Walking not only stimulates and strengthens bones, increases their density and helps maintain healthy joints, it can also fend off conditions such as arthritis and help prevent or alleviate back pain.

Walking reduces the risk of heart problems

Getting blood pumping around your system

and raising your heart rate provides a perfect workout for your heart and circulation system, and regular walks can even reduce the risk of heart disease and strokes. Through lowering levels of low-density lipoprotein (LDL, the bad cholesterol) and increasing levels of its high-density alternative (HDL, the good cholesterol), you can keep your blood pressure in check. And by helping prevent and control high blood pressure you can reduce your risk many heart-related problems in later life.

Walking helps to fight disease

As well as heart disease, regular fitness walking can impact on the risk of developing type two diabetes, asthma and some cancers. Studies suggest regular exercise such as walking can reduce risk of diabetes by up to 60 per cent. In fact, those who are active have around a 20 per cent lower risk of developing cancer of the colon, breast and womb than those who are less active.

Walking boosts your energy levels

A brisk walk provides us with the best source of natural energy. It boosts circulation and increases oxygen supply to each and every cell in the body, helping you feel more alert and alive. Regular walking should mean you sleep better too. It also serves to bring stiff joints back to life and ease muscle tension. We can all feel sluggish at times, but you can help break that cycle through walking.

Walking brings fresh energy back into the family

Walking can also be a family habit that everyone can enjoy. An ideal time to go for a walk could be after dinner during the week, and in the mornings after breakfast at the weekends. Eating after meals like this helps to digest a meal and keep the family energised, instead of collapsing on the sofa after eating together! Get in the car and find a location that the kids can enjoy, such as the park. Even if your children are very small, walking can help to fight off the feelings of isolation and loneliness that new mothers can sometimes experience. A survey by the mental charity Mind found 83% of people find that gentle exercise such as walking helps to lift their mood, which means that the whole family will feel freshly energised.

Walking benefits your mental health

After the year we have had with the pandemic, it's easier to appreciate the freedom to pull on your trainers and get out for a walk. Walking means your body gets better at using oxygen, so you find it easier to be more active and energetic. A good active walk releases feel-good hormones called endorphins into the bloodstream, and getting that natural high reduces stress and anxiety and ultimately helps to build self-esteem. That's got to be a good thing!

EXPERT TIPS FOR CHOOSING THE PERFECT TRAINERS

The last word goes to Tom Fonti Grzelak, Head of Brand at Umbro Middle East, who gives us his expert advice on how to choose trainers for walking and other forms of exercise. He says:

"When choosing the perfect trainer to exercise for yourself or children there are a few factors to take into consideration before you make your purchase. While it's important to evaluate the fit of a pair of shoes by first putting them on and standing in them in the socks you'd normally wear, you also need to perform the specific activity you're buying them for.

Sometimes an option will feel perfect when standing or even walking, but deficiencies or fit issues will reveal themselves after a few minutes of running. Any shoe should have plenty of space for your toes to wiggle, and you'll probably want to size up from your normal shoe size for running shoes, since your foot moves much more dynamically when you're running than when you're walking.

When buying children shoes, parents need to keep in mind the construction and materials, the type of outsole and the function of the shoe for certain activities and most importantly the fit."





HEALTHY FOODS FOR A HEALTHY MIND

Many people believe that changing eating habits is about controlling weight. However, the research shows that your mind and brain function are also directly affected by your food choices. Dr. Dana Al Hamwi, Clinical Dietician at India Gate explains.

There is a common misconception that a healthy meal plan means changes that are only capable of reducing or increasing body weight. However, mental health is found to be directly affected by the type of meals that people consume, according to thorough research into the Mediterranean diet, which is renowned to be among the healthiest diets in the world.

Meals that are rich in grains, seeds, vegetables, fruits, nuts and other components such as olive oil play a pivotal role in lowering depression. "Unlike processed and fast foods, whole foods will effectively lower the risk of becoming depressed, as they are often natural and do not contain additives" says Dr. Al Hamwi.

Studies in the past few years reveal great insights into the relationship between health and diet and how the two influence each other. According to Carolyn Dean, Medical Director at the Nutritional Magnesium Association (NMA), nutrients including magnesium,

essential fatty acids, and Vitamins (B6, B12) trigger the formation of neurotransmitters. On the surface, these neurotransmitters are chemical transmitters that transmit signals between brain nerves.

"Depression can arise in some people when the levels of these vitamins and minerals are reduced. Therefore, meals containing nutrients like magnesium speed up the creation of neurotransmitters and in turn inhibit scenarios of depression" says Dean.

How superfoods can improve mental health

Dietary counsellors have successfully proven that people who feed on poor quality meals are not only prone to symptoms of depression but are also likely to suffer from obesity.

Dr. Al Hamwi explains: "People who supplement their meals with fruits, fish products and grains are less likely to become

depressed. Some of the foods included within the fruit, vegetable, grain and fish categories are quite rightly dubbed as superfoods. These include dark green veg, such as broccoli, kale and spinach; oily fish such as salmon, which is high in the Omega 3, 6 & 9 oils that support healthy brain function; and fruits such as blueberries and raspberries, which provide a burst of vitamins A, C and E - also known as antioxidant vitamins.

Most superfoods will positively affect one's mental health courtesy the nutrients, enzymes and antioxidants found in them. These foods include quinoa, chia seeds, flax seeds and also sprouted brown rice," says Dr. Al Hamwi.

The India Gate Clinical Dietician gives us her breakdown on how these foods can improve our mental health:

QUINOA

Quinoa is primarily rich in iron and other



essential nutrients. As basic biology teaches us, iron is the basis for hemoglobin formation and the transportation of oxygen to and from different cells in the body. The brain often takes up 20% of the total blood oxygen, thus triggering its functions. Other benefits of the iron content in Quinoa include the synthesis of neurotransmitters, which are of great benefit in the chemical balance of the brain.

The level of Riboflavin (B2) in quinoa is also relatively high. According to healthcare professionals, B2 is essential in boosting metabolism of energy within the brain cells.

CHIA SEEDS

A daily teaspoon dose of Chia seeds helps in fighting depression. Chia seeds are rich in calcium, magnesium and essential Omega-3 fats. Scientific studies have continually revealed that low levels of Omega-3 fats in the body might contribute a host of emotional and mental disorders. Such fats are essential

in wrestling mood swings and depression. Therefore, the continuous use of Chia seeds will help to improve and stabilise your brain performance.

FLAX SEEDS

Flax seeds are somewhat equivalent to sunflower seeds in the way that the oil is extractable from them. Flax seed oil is rich in nutrients like Omega-3 fats, which are essential for brain function, as well as the health of your skin and tissue repair. Flax seed has numerous other benefits, some of which include helping to maintain a healthy heart and improved skin health.

SPROUTED BROWN RICE

Produced by removing the outermost hull of the rice grain, sprouted brown rice is on its own one of the grains that contains a high level of nutrients. Additionally, this rice is also rich in enzymes and antioxidants. Sprouted brown rice also contains gamma-amino butyric

acids (GABA) in abundance. GABA is a naturally occurring amino acid that works as a neurotransmitter in your brain and functions as part of the chemical messenger system. GABA is considered an 'inhibitory neurotransmitter' because it blocks, or inhibits, certain brain signals and decreases activity in your nervous system.

Scientific findings also reveal that GABA, alongside specific antioxidants, can act as a natural antidepressant.

A healthy meal plan is therefore not only capable of altering your weight, it can also improve the cognitive functions of the human brain. It is useful to remember that you can't rely on the odd bowl of blueberries or portion of sprouted brown rice to solve any mood or depression problems, but rather, building the foods mentioned above into your diet on a daily basis will have a build-up effect over time and can help play an active role in boosting mental health.



EMBRACING SMASHING PUMPKINS ALL YEAR ROUND!



At this time of year, we all know why pumpkins have been on our minds recently...and it's not because of the nutritional punch they pack! This is a rundown of some of the powerhouse benefits of eating pumpkins all year round.

Pumpkins are among the most sought-after of foods around the Halloween period, but this is unfortunately mostly for carving. During the other 11 months of the year, its cousin zucchini seems to get all the attention, which is a shame, as pumpkins are absolutely packed with health benefits too.

Sure, canned versions of this healthy food can often be found year-round, but during the winter season, they're at their best – fresh, ripe and full of nutrients. There's no better time to pick a pumpkin and cook up some healthy meals.

What are the health benefits of pumpkin?

Pumpkins get a lot of attention for their health benefits, and for a good reason. This winter squash is not a vegetable, but rather a healthy fruit that also contains nutritious edible seeds.

"Pumpkins provide a powerhouse of nutrition," says Ashley Kim, RDN, a registered dietitian. "They're packed with vitamins, antioxidants and fiber, and due to their sweet taste and texture, pumpkins are a great addition to any meal."

Health benefits of pumpkin include:

Potassium

One of the most important minerals in the body, potassium is key in regulating blood pressure and protecting the body against strokes and heart disease. A diet rich in potassium can reduce blood pressure by removing excess sodium within the body.

Fibre-rich

Each cup of pumpkin provides 3 grams of fiber, which helps us feel fuller, longer. Having a fiber-rich meal not only keeps your energy up throughout the day but also supports digestive health and prevents constipation.

Vitamin A

Pumpkin contains a powerful antioxidant called beta-carotene that

converts into vitamin A once ingested. A cup of pumpkin provides over 80% of the recommended daily intake of vitamin A. Vitamin A helps prevent damage to the eyes and keeps our vision sharp.

Don't forget about the health benefits of pumpkin seeds! Pumpkin seeds contain healthy fats and are high in protein, making them a great on-the-go snack. Pumpkin seeds are also high in fiber, which can help you maintain a healthy weight.

Health benefits of other seasonal foods

Eating seasonally is a great way to focus on eating fresh, whole foods and trying new recipes. Beyond pumpkin, explore other seasonal fruits and veggies like acorn and butternut squash, sweet potatoes, pears and pineapples.

Acorn squash has a slightly sweeter flavor when compared to its summer counterpart and is an excellent source of omega-3 fatty acids. Additionally, one serving of acorn squash provides the recommended daily amount of vitamin A and two-thirds of your daily vitamin C needs.

Pears are a great source of vitamin C. Each serving also adds 4 grams of fiber, making it a fiber-rich food. Vitamin C boosts the immune system and promotes wound healing.

Cooking with pumpkins

Like many other common seasonal vegetables, pumpkins are remarkably quick and easy to cook and incorporate into a healthy, tasty meal.

When cooking with pumpkin, you can roast it, steam it and add it to soups and stews, or boil and mash it. But be careful if you're using canned pumpkin. Although it's convenient to use, make sure your canned pumpkin doesn't contain added sugars and syrup, as it doesn't represent the true taste of pumpkin and deprives you of the nutritional benefits of this powerhouse gourd!

RECIPE: QUICK & DELICIOUS ROASTED PUMPKIN WITH THYME & HONEY

For this recipe, it is best to choose a medium sized pumpkin. If you have left overs, it is delicious eaten cold when stirred through quinoa.

Ingredients & Method

Peel the pumpkin and discard the seeds and membranes from the inside. Slice the pumpkin into equal size pieces, about 2cm thick (or into chunky cubes, about 2-3cm in size.) Using a jar with a lid, make a 'dressing' by adding a third of a cup of olive oil to the jar and a level tablespoon of runny honey. Add some salt, pepper and a teaspoon of either fresh or dried thyme. Put these dressing ingredients into the jar, put on the lid and shake until mixed. Brush onto the pumpkin and bake the slices (or cubes) on a flat baking tray and bake at 200 degrees C (celcius) for 25 mins. Turn over the pieces of pumpkin, brush them again with the dressing and bake for another 15-20 minutes, or until browned and they feel soft inside when you test them with a knife.

This roast pumpkin recipe is great as a side dish to serve with fish or any grilled meats. You can even make it as a light lunch served on a bed of salad leaves and topped with crumbled feta cheese, a sprinkling of pomegranate seeds and toasted pine nuts. Kids will love the sweetness of the dish!



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MAMA, YOU'RE NOT ALONE

A HEARTFELT LETTER FROM CONTENT CREATOR AND MOM DINA ZAHRAN 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*



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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.



We've always
taken it for
granted that little
children like to
play with dolls.

Now there is
some fascinating
research to show
how it helps child
development.



HOW DOLL PLAY CAN PREPARE CHILDREN FOR THE FUTURE



Remember being a kid and playing with dolls? Dressing them up, brushing their hair and playing out little games with them? We never realised at the time that this activity was forming an essential a part of our development. Here's the research...

The benefits of doll play may have been overlooked by some parents, with a belief that imaginative play patterns do not produce a tangible output, in comparison to activities such as building with blocks, drawing a picture or finishing a puzzle, from which parents can see the result of children's play.

In reality, playing with dolls has its impact on emotional development early in childhood. Making dolls available to young children at a very young age is a great strategy to help them acquire essential skills such as empathy, care, nurturing and understanding.

Led by Dr Sarah Gerson and senior researchers at Cardiff University, 'Exploring the Benefits of Doll Play Through Neuroscience' is the first scientific study using neuroscience to explore the positive impact doll play has on

children. The research was commissioned by leading global toy company Mattel, makers of doll brand Barbie, and found that even when a child is playing by themselves, doll play activates brain regions that allow children to develop empathy and social information processing skills. These are significant determinants in children's future emotional, academic and social success.

Dr. Upasana Gala, renowned UAE-based Psychologist, Founder and CEO of Evolve Brain Training explains: "Developing a sense of empathy is an essential life skill for young children as it helps them not only in their childhood years but also in their adult life. It helps them build better and stronger relationships with others, making them better learners and leaders."

When Barbie set out to do this research, they could never have imagined that

Covid-19 would happen and kids would be spending more time at home, socially distanced from their peers. This is why this study is more relevant than ever, showing playing with dolls such as Barbie, offers major benefits particularly at a time when children's social interactions, such as play dates or school, are not readily available. Encouraging empathy in children is essential in raising a generation with the natural perspective of removing the barriers of racial injustice and discrimination.

The research concludes that playing with dolls, such as Barbie, offers major benefits in preparing children for the future through nurturing social skills like empathy.

You can read more about the report at: benefitsofplay.mattel.com/static/BenefitsOfDollPlay-en-gb

GOOD • LIVING •



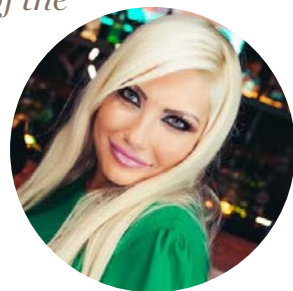
Professional make-up artist tricks to perfect Zoom meeting make up, and a run down on great beauty picks for this month.

THE BEAUTY EDIT



PROFESSIONAL MAKE-UP TIPS & TRICKS FOR CONFIDENT ZOOM MEETINGS

Dubai-based make-up artist, affectionately known simply as Diana to her clients, shares some of the make-up tips and hacks used by the professionals to achieve the perfect natural make-up for busy mums who want to look both natural and professional on their Zoom meetings, while also juggling family life.





I have never seen a woman who does not have a beautiful face - all women have, and make up brings out their individual beauty to everyone else too, but especially to herself. For this reason, I'm passionate about working with ordinary women who are juggling family life with work, which of course now relies heavily on Zoom meetings.

Why can women never achieve the same look as a professional makeup artist?

Any woman who has had their make-up applied by a professional knows that you can never quite achieve the same result when you do your own make-up - which I know can sometimes be mystifying and frustrating! The reason is that the professionals have really studied the contours, composition and textures of skin, eyes, lashes, cheekbones, lips, brows and the face, and we understand different skin tones. A good professional make-up artist will combine this detailed understanding with an encyclopaedic knowledge of products, tricks and tips up their sleeve to create the perfect look for every individual woman.

I work with a lot of work-at-home mums

for whom it is important to project a professional look on their Zoom meetings or important face-to-face meetings. These busy ladies do not have time for a 2-hour make up session, but there are ways they can still achieve a professional look without sacrificing precious time.

What is the most common make-up mistake to avoid on Zoom calls?

Many women who are balancing childcare with working at home can often feel tired, and this can show in the face. So, a common mistake is that they use a light powder under their eyes in an attempt to counteract tired or dark circles under their eyes. This is a mistake because the computer lighting will mostly bring out the white powder and it will look very obvious, out of place and unnatural.

What is the best way to do make-up for a Zoom call?

A better solution is to go for a fresh and natural look. The first thing that makes your face look tired and unfresh on a Zoom call is when you can see the shine from the natural oils that come from the skin - this oil is called 'sebum'. Sebum is an oily, waxy substance produced by your body's

sebaceous glands. It coats, moisturises and protects your skin. It's also the main ingredient in what you might think of as your body's natural oils. So, you'll need to remove this sebum/natural oil on your face, otherwise it can make you look tired, or even age you! If you really don't have time for foundation, just add a little primer to your face and add powder, as it will make a huge difference to your appearance on the screen. It will take you only five minutes.

To bring out your eyes and attract the focus on them during a meeting, use a dark pencil inside your eye-line, but also run the pencil along the roots of your eyelashes. Then give yourself a slick of mascara and you're camera ready for that meeting!

I'd also advise women to avoid red lipstick for Zoom meetings, as it can come across as even more harsh on a Zoom screen. It's safer and more professional to stick to coral and neutral colours, but always use a lip liner of the same shade or slightly darker to stop the lipstick from 'bleeding' the colour. When testing a lipstick to see if it suits you, it is a mistake to test it on the back of your hand. As a professional tip, test it on your finger print - not the back of your hand!

[facebook.com/mihailov.taisia](https://www.facebook.com/mihailov.taisia)



**FENTY GLOW TRIO
FACE, LIP & BODY SET**

Sparkle from head to toe in "Fenty Glow" with this face, lip and body set, featuring the iconic universal rose nude shade. This trio includes the bestselling Gloss Bomb Universal Lip Luminizer, Cheeks Out Freestyle Cream Blush and Diamond Bomb All-Over Diamond Veil in Fenty Glow.

Diamond Bomb takes glitter to a whole new extreme in a shimmering 3D formula that'll leave your body crystal-coated. For an effortless wash of color, Cheeks Out Cream Blush instantly melts into cheeks for a no-fuss flush, giving life to all skin tones with a light-as-air, non-greasy formula. Complete the look with bestselling Gloss Bomb Universal Lip Lumi-nizer, the ultimate gotta-have-it lip gloss with explosive shine that's brilliantly non-sticky.

AED 150 from Sephora and online beauty stores



FROM DRY, TO SILKY SOFT SKIN WITH NOIX DE SHEA

Every few years, a product hits the shelves that revolutionises how we view skincare. The trend in recent years has been towards more natural ingredients - and now we have the ultimate natural skincare superstar in our midst! Noix de Shea is 100% natural, raw and fresh shea butter, and as such you have to keep it in the fridge.

Sourced from the villages of Benin, West Africa, shea butter has long been prized for its complete skin hydration, anti-aging, anti-inflammatory and moisturising properties. But it is only when you apply Noix de Shea that you really feel for yourself how special this product is. Composed of mineral-rich fats extracted from shea tree nuts, this moisturising superpower really should become an addition to your winter beauty regime. Here are some scientifically backed benefits of using this multi-purpose wonder:

Body moisturiser for silky soft skin

This skin superfood has a high concentration of vitamins and fatty acids which are easily absorbed into the skin. It nourishes as well as forms a thin protective layer on the skin. Use it after a shower to lock in moisture and keep skin deeply

hydrated, silky and soft.

Anti-inflammatory

Shea butter fights inflammation and redness by allowing skin to repair itself and rejuvenate. The active compounds in shea butter have been noted to work against several strains of bacteria that are the cause of acne and skin infections.

Anti-aging

Shea butter is believed to slow down the ageing of skin by enhancing the process of collagen production and promoting new cell generation, thus aiding in the maintenance of the skin's natural elasticity for good-looking skin.

Sun protection

This soft, smooth, multi-purpose skin beauty essential also protects from harmful UVB rays. Shea butter has a natural SPF (sun protection factor) of 5.

Noix De Sheacomes in exquisite original blends that include Organic Lavender, Rose Musk, Peppermint, Jasmine and Lemongrass.

You can buy Noix de Shea online at noixdeshea.com Prices range from AED 85 for the raw, unscented shea butter to AED 100 for the fragrant blends.



The world's leading scar and stretch mark product, Bio Oil, has added to its growing portfolio with an addition to the range, made from 100% natural ingredients. By harnessing the power of science and nature, Bio-Oil has been able to match the efficacy of its original Skincare Oil with a product made entirely from natural ingredients, which includes the likes of sunflower seeds, jojoba seeds, rosehip oil and chamomile oil to name but a few.

It is not only quickly absorbed by the skin but also has strong repair properties for disrupted skin barriers such as dermatitis and acne. In addition, the Chia seed oil, beneficial for skin hydration, relieves skin dryness and improves skin barrier function. The Pomegranate seed oil, celebrated for its antioxidant and anti-inflammatory benefits and Incha seed oil, which helps to maintain skin elasticity, lock in hydration and improve skin smoothness.

The all-natural product also contains health boosting vitamins, plant extracts and essential oils including:

- Wheatgerm oil with a high level of Vitamin E, a powerful antioxidant, protecting the skin from free radicals, environmental damage and ageing effects
- Rosehip oil that contains Retinoic Acid (a Vitamin A derivative) to help replenish the skin and protect it against inflammation and oxidative stress.
- Chamomile oil - an anti-inflammatory providing soothing and calming benefits to the skin
- Lavender oil that has skin conditioning properties such as improved firmness, smoothness and complexion
- Rosemary oil with its mild antiseptic capability

- Calendula oil which has cell regenerative effects and ideal for treating sensitive, damaged or sunburnt skin while also combatting minor skin infections and rashes
- Patchouli oil, which has multiple skin health benefits including hydration, reduced inflammation and tissue regeneration.

Skincare Oil (Natural)'s soothing and calming properties come from Bisabolol, a natural and organic liquid obtained from the essential oil of the Brazilian Candeia tree, known for its anti-inflammatory, antimycotic and mild antibacterial properties, as well as Tocopherol, a concentrate derived from soybean oil producing a natural antioxidant whilst naturally preserving the shelf-life of the rancidity of the natural oils.

Bio-Oil Skincare Oil (Natural) has been clinically proven to show significant improvement in the appearance of the skin after as little as two weeks and can be used in conjunction with a skincare routine, in the sun alongside SPF and around the eyes/ near or close to mucosal membranes.

The product's all-natural formulation means it is also safe to use on children over three years old. It is 100% vegan and halal and Kosher certified.

Its unique formula is also highly effective for uneven skin tone, ageing and dehydrated skin and suitable for sensitive and oily skin; as well as being suitable for acne-prone skin.

Bio-Oil Skincare Oil (Natural) is available from all leading pharmacies and comes in two sizes - 60ml which retails at 57 AED and 125ml which retails at 94.75 AED.

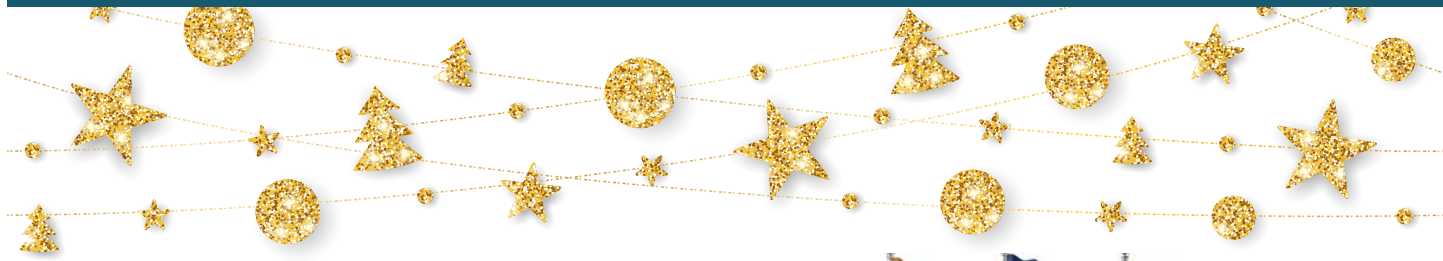
THE ACE FESTIVE COLLECTION

It's the time of year when we're turning our minds to the festive season. With the effects of the pandemic this year, it's even more important to make sure the kids are happy, excited and cosy at home, if you are celebrating the season. This is an early peek at the festive collection from Al Futtaim ACE, just to give you some ideas so you too get excited about your festive plans!



XMAS DECORATION IDEAS





XMAS DECORATION IDEAS



COMPETITIONS

motherbabychild.com/competitions



WIN! A GRACO - EVO TRAVEL SYSTEM WORTH AED 1,699!

To enter the competition, simply spend a minimum of AED 100 in any Babyshop store (excludes online), hang onto your receipt of proof of purchase, then enter into the draw before 30th November for a chance to win a Graco EVO Travel System!

The complete pushchair package designed around you and your family. An award-winning practical choice for busy parents.

GRACO - EVO TRAVEL SYSTEM FEATURES:

- » From birth to approx. 3 years (0-15kg)
- » Travel System compatible with all Graco® infant car seats using Click Connect™ Technology
- » Carrycot compatible
- » Forward and parent facing
- » One-hand fold
- » 3-position recline to lie flat
- » Height adjustable handle

- » Adjustable calf support
- » Easy release front swivel-lock wheels
- » Child bumper bar — easy release on one side for easy access
- » Large basket
- » Removable seat liner and harness pads
- » Includes apron and raincover

COMPETITION TERMS & CONDITIONS:

- » To enter the competition, you need to retain your receipt for purchases made in Babyshop stores to the minimum value of AED 100, during the month of November 2020.

- » Competition entry is not valid for online purchases.
- » The receipt for in-store purchases to the value of AED 100 or more is not valid for any promotions or sale items.
- » Proof of purchase/receipt to be presented when claiming the prize.
- » If the advertised make and model is out of stock, then the winner will receive an alternative stroller of equivalent quality and value.
- » Entries for the competition close on 30th November 2020. Entries received after this date are invalid.

WHAT'S IN STORE AT BABYSHOP THIS NOVEMBER?



During the month of November, you'll find the exciting new Autumn Winter collection (AW20) in Babyshop stores, with a strong focus on fashionable outerwear, statement pieces and great value offers.

Babyshop brings in all the Autumn favourites, including graphic tees, turtleneck and polo shirts, soft fleece jackets, smart gilets, stylish denim, parka and bomber jackets, guaranteed to have your children looking like little catwalk stars in the making at their park playdates and away days!

BRANDS

Key brands in store include Lee Cooper, Iconic, Bossini, Juniors, Giggles and Eligo. The AW20 collection also features many of the most popular characters including Snoopy, Barbie and Hello Kitty, as well as favourites from Disney, Warner Brothers and Marvel.

VALUE FOR MONEY

As always at Babyshop, value for money is unmatched anywhere in the region, so a wardrobe changeover for your fashionable family will not break the bank! The girls range starts at AED 25 for dresses, and for boys you can pick up a t-shirt for a cool AED 19. Key winter statement pieces can be snapped up for as little as AED 59 for a fleece jacket, AED 69 for a gilet, AED 99 for padded jackets, AED 69 for a t-shirt and jogger set, AED 45 for denim and AED 69 for knitwear.

ALL THE BABY BASICS!

In addition they offer a wide range of Baby basics from apparels and non-apparels for newborns 0-18 months.

CHILDREN'S FAVOURITE
CHARACTER CLOTHING, TOYS, CAR

SEATS, NURSERY FURNITURE & SPORTSWEAR

Great value clothing for children ages 0-14 years. Babyshop is a character destination, with a wide selection of kids' all-time favorite characters running through all their categories, but mainly in clothing and toys, with Peanuts, Hello Kitty, Disney, Barbie, Warner Bros. character products.

- They have the biggest range of car seats.
- Moms can shop for Nursery Furniture - from cribs, bedding and linens to bassinets.
- In their toys category they offer the most trending toys for young girls and boys, including Nerf, Lego, LOL, Shopkins.
- They have also just introduced the best of sports brands, such as Nike, Adidas & Puma!

COMPETITIONS

motherbabychild.com/competitions

WIN! A DESIGN OR MAKE UP COURSE FROM CAPITAL COLLEGE, WORTH AED 2,500!

Do you have a passion for design or make up and want to make a career of it? We've teamed up with Capital College to give you the chance to win a Certificate Program in design or make up, worth AED 2,500.

Founded in 1998, Capital College is a design and business-centric college and the region's first dedicated Entrepreneurial College. The college aims to train budding entrepreneurs and executives in corporate and creative industries. The college has three exclusive university partners from around the world - North Wales Business School Glyndwr University - ranked 1st in the UK for Social Inclusivity; Westcliff University - with a top 50 Doctorate program based in California in the US; and their latest partnership with one of Europe's leading international business schools - Rome Business School; along with being the Northern Emirates Hub of London College of Arts, UK.

The focus of the college programs at the vocational front are more towards Design and Makeup as well as Business and at the Undergraduate level and Post Graduate Level more towards Business and Management.

Through this competition, one lucky winner gets an opportunity to enrol for a certificate program in design worth around AED2,500 that will be entirely sponsored by Capital College.

program in design worth around AED 2,500 that will be entirely sponsored by Capital College.

To be in with a chance to win, simply visit the magazine website.

For more information on the programs, partnerships, intakes and accreditation, visit capitalcollege.ae



For a chance to win one of this month's prizes, visit motherbabychild.com/competitions

WIN! A REJUVENATING HYDRAFACIAL TREATMENT WORTH AED 850!

Medcare's Dermatology centres are equipped to treat skin conditions ranging from the simplest to the most complex, as well as providing cosmetology therapies for aesthetic purposes. Advanced treatments that are administered by their highly qualified experts ensure that you receive the highest standards of care. The HydraFacial is a multi-step facial treatment typically performed with a proprietary machine (HydraFacial MD) manufactured by Edge Systems. In one session, estheticians can use the HydraFacial device to cleanse, exfoliate, extract and deliver a variety of rejuvenating serums. The lucky winner will win a treatment that will take around 40-60 minutes at Medcare Medical Centre, Jumeirah and this fabulous prize is worth AED 850.



WIN! 1-HOUR FAMILY SKI LESSON WORTH AED 605!



Whether you want to learn a new skill, brush up on your existing ones, or are simply looking for a fun day out with the family, Ski School's Private Family Lessons will tick all your boxes. Enter this competition for a chance to win a fun-packed 60-minute professional ski and snowboard lesson from some of the world's best Ski School instructors and master the slopes in no time!

This competition prize is for a family group of three people - 2 adults and 1 child.

For a chance to win one of this month's prizes, visit motherbabychild.com/competitions

COMPETITIONS

WIN! A SPARTAN 20" CLASSIC CITY BIKE & SPARTAN HELMET WORTH AED 525!

Founded in 2018, CycleSouq.com is a UAE-based e-commerce retailer for all things cycling. With a range of affordable bicycles and accessories, they offer people of all ages and ability levels a chance to experience the sense of freedom so commonly felt on a bike ride! Cycle Souq has a large range of kids' bikes, tricycles, scooters and balance bikes that make a perfect gift for the little ones - but enter the competition for a chance to win one for yourself!

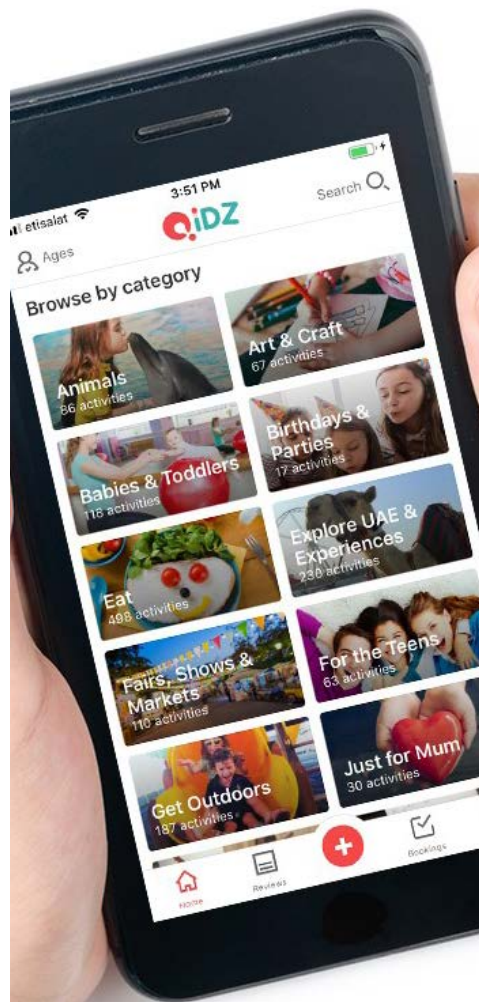


WIN! A AED 500 VOUCHER FOR CHAMPION CLEANERS 5-STAR SERVICES



Champion Cleaners is the region's favourite Dry Cleaners, with an impressive portfolio of laundry, dry cleaning and sanitisation services. Champion Cleaners are here to keep your family protected from the harmful germs and bacteria found in everyday household furnishings including, upholstered furniture, mattresses, car seats, rugs, hard surfaces and more. Enter now for the chance to win a voucher for AED 500 to be used on Champion Cleaners' premium services!

WIN! A AED 500 VOUCHER TO SPEND ON THE QIDZ FAMILY APP!



QiDZ, was founded by five busy mums to help other parents across the GCC, share updates and information on the best child-friendly activities in town. The app offers activities happening in and around your city, to inspire parents for their next family day out. Simply browse activities on the app, add them to your favourites and save to your calendar. With plenty of recommendations as well as reviews from like-minded parents and caregivers, QiDZ is a great way to find, share and update information on everything going on for little ones in your city. Enter for a chance to win AED to spend on the app!

For a chance to win one of this month's prizes, visit motherbabychild.com/competitions

WIN! A AED 500 VOUCHER FROM SENSORY PLAY EXPERTS, ELBIRG!

Elbirg is a homegrown Emirati-German owned company focusing on sensory activities for children from 0-12 years old. Elbirg was founded by Eliza Birg in 2019. Eliza's first son made her realise the advantages and tangible benefits of sensory play. When creating sensory boxes Eliza had difficulty finding non-toxic products, so saw a gap in the market and launched Elbirg. Elbirg's goal is to provide sensory boxes that are accessible to all and to encourage the UAE community as a whole to learn more about the benefits of sensory play. Elbirg's sensory boxes inspire and allow adults and children to play and explore together. Enter the competition for a chance to win a AED 500 voucher for your little one to experience and learn from sensory play.



WIN! A MONTH'S SUPPLY OF PUREBORN ORGANIC NAPPIES & WIPES, WORTH AED300!



PureBorn's plant-based nappies are carefully formulated to protect the environment and children's 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!

WIN! A PERSONALISED BEAUTY BOX FROM HAUL IN ONE WORTH AED 500!



Haul in One is the UAE's hottest personalised beauty subscription box and is here to celebrate every woman's unique beauty. Packed with hair and beauty products and tools, 5-7 full sized products will be hand-picked and curated just for you, based on your beauty profile. Inside the beauty boxes are some of the region's favourite beauty brands, including Glamglow, Color WOW, Mad Hippie, Body Boom, Real Techniques, Omorovicza, Ofra, Tangle Teezer and more. Haul in One promises to keep your monthly editions fresh and relevant so that you can stay up to date with the latest in beauty trends. Enter now for a chance to win your very own personalised Beauty Box!

For a chance to win one of this month's prizes, visit motherbabychild.com/competitions

COMPETITIONS

WIN! A AED 500 VOUCHER TO SPEND ON FREAKIN' HEALTHY PRODUCTS!

To celebrate the recent launch of its Peanut Butter Protein Ball, Freakin' Healthy is giving one lucky winner a voucher for AED 500 to spend on its products. All products combine great-tasting, naturally functioning ingredients and contain ZERO junk; and NO wheat, dairy, refined cane sugar, gluten, GMO, preservatives, artificial colours, flavouring or soy. From

Superfood Bars to Protein Balls to Fruity Stars

there are options for all ages, lifestyles and times of the day - post workout, nut free options for school runs, or simply a mindful life on the move. Oh, and you would have never guessed that Freakin' Healthy® is completely vegan, it's that good - so enter today for a chance to win and taste good health!



WIN! A CORINE DE FARME GIFT HAMPER WORTH AED 500!



Glambeaute.com is the leading one-stop-shop for all things beauty and wellness in the UAE and allows you to find your favourite hair, beauty and cosmetic products from the comfort of your home. You can also find Corine de Farme, the bio-organic baby care and natural skincare range for mums on Glambeaute.com Enter the competition to win a beautiful hamper of Corine de Farme goodies, worth AED 500!

WIN! A AED 500 STORE CREDIT FOR MARKS & SPENCER'S NEW FESTIVE COLLECTION!



To celebrate Marks & Spencer launching its festive collection, Mother, Baby & Child has teamed up with the British retailer to offer one lucky winner 500 AED store credit.

Bring joy to every member of the family this Christmas with Marks & Spencer's range of cosy jumpers and classic knitwear. Expect timeless patterns and playful slogans, alongside the softest (machine washable) cashmere styles and chunky cable knits. Marks & Spencer's Christmas novelty jumpers come in an array of cheerful colours and textures that will help spread the seasonal spirit and delight everyone on the big day!

Better still, snuggle up this Christmas in Marks & Spencer's range of inviting sleepwear and loungewear styles that will keep the whole family feeling cosy. Discover matching sleepwear styles across the collections, with mini me sets available for newborns and children, providing family fun for cooler nights and lazy mornings.

And for that long-awaited first taste of Christmas, look no further than Marks & Spencer's indulgent food range, featuring premium treats, gifts and festive favourites that are certain to delight every palate! Enter today for a chance to win AED 500 store credit for your festive splurge!

For a chance to win one of this month's prizes, visit motherbabychild.com/competitions

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