

ISSUE 165 | MARCH 2025 | DHS15

Mother *Baby &* Child

BEST IFTAR PICKS

**HELPING CHILDREN
GAIN WEIGHT**

**MICRO-ROUTINES -
WHAT YOU NEED
TO KNOW**

**EASY DIY SENSORY
PLAY IDEAS**

EID GIFT GUIDE



**THE
RAMADAN
ISSUE**



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EDITOR'S LETTER

Hello Mum!

Ramadan Kareem to you and your families! March is full of reflection and renewal, and you'll find plenty of articles that have this thread running through them in this issue. Whether you're observing the Holy month or supporting loved ones who are, it's a time for connection, mindfulness - and, of course, navigating new routines with little ones in tow.



With fasting comes changes to our usual rhythms, and it's important to keep your family's health in check. We have a must-read article on page 26 about helping children stay connected and well during Ramadan, from making it a meaningful experience for those who are too young to fast, to keeping older kids' energy levels balanced. On page 37, we've carried a piece all about the exciting new toys that introduce little learners to the world of STEM, while teaching about the meaning of Ramadan at the same time!

I don't know about you, but many women find that fasting can take a toll on their hair! With this mind, I've shared expert tips on page 47 that will help you keep your locks looking vibrant throughout the month. And let's not forget one of the central parts of community and connection - iftar! We've rounded up our top iftar picks on page 10, that take you and your family on a journey from a serene feast under the stars, to a sharing-style rooftop retreat, bursting with British-Indian flavours. Elsewhere in the Things to Do section is a gorgeous pampering extravaganza, perfect for Mother's Day, the first ever 'forever bracelet' experience in Dubai and a delicious Arabesque afternoon tea offer.

Are you worried your little one is underweight? If you have a child who needs to gain weight, you'll be interested in our article on page 16, which looks at the common signs, some of the root causes and most importantly - the solutions! It can be very challenging to see your son or daughter struggling to put on weight, but hopefully this piece will give you some pointers in helping them do so in a healthy way.

Elsewhere, we discuss how micro-routines can really benefit your family, on page 30, the essentials of a good first aid kit over on page 13, ideas for easy DIY sensory play at home on page 23 and the seven tips for homework success that parents should know about on page 36.

If you're thinking of a well-deserved getaway anytime soon, we have two incredible destinations to inspire your travel plans. On page 40, discover the serene beauty of Costa Navarino, Greece's secret sustainable retreat, while page 39 takes you to the breathtaking landscapes of Ras Abrouq, for a unique Ramadan break like no other.

As usual, I won't spill all the beans here, but rather I'll leave you to discover this issue for yourself!

Ramadan Mubarak and best wishes to you, as always.

Ella

Editor

Mother, Baby & Child Magazine

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Editor's — PICK —

MATERNITY SHAPEWEAR THAT SUPPORTS YOUR BODY

With Mother's Day coming up, I've been thinking about all things motherhood! With that in mind, I'm excited to tell you about the Maternity Shapewear Line by METRO BRAZIL. I really appreciate how well it's designed to provide the right blend of comfort, support and elegance for mothers during pregnancy, and beyond. Here's a quick look at what makes this collection stand out!

I like that it offers targeted support for your belly and lower back, with seamless microfiber technology. Even more, I love that it considers your postpartum comfort too, through the high-compression design for abdominal support and posture improvement.

The fabrics are soft and breathable, with minimal seams and all pieces are adjustable and discreet - what's not to love!

Visit <https://metrobrasil.com> to shop the collection.





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THE STICKY DATES COLLECTION WITH LUSH

I'm absolutely loving the Sticky Dates collection from LUSH. It feels like the perfect beauty match for March! This gorgeous line would also make an amazing gift for Mother's Day or for your favourite women this month too - sisters, pals, mums... or even yourself!

Sticky Dates Body Lotion

I love this decadent lotion full of luxurious Fair Trade organic cocoa and illipe butters, with a warm vanilla pod decoction. Priced from AED 95, this lotion is loaded with the fan-favourite scent of sticky dates - it'll keep you moisturised and smelling sweet 24/7!

Sticky Dates Body Scrub

This scrub, which is available from AED 80, exfoliates, moisturises and perfumes your skin with this bestselling rich, vanilla-caramel fragrance. For the full routine, I recommend lathering up with the Sticky Dates shower gel first. Once you've rinsed, gather a handful of this scrub to sweep over your body. The golden caster sugar exfoliates you to reveal glowing skin, while Fair Trade organic cocoa butter and date syrup give you a hydration hit, leaving you feeling soft and smelling like a treat!

Visit <http://lush.com> to discover more.

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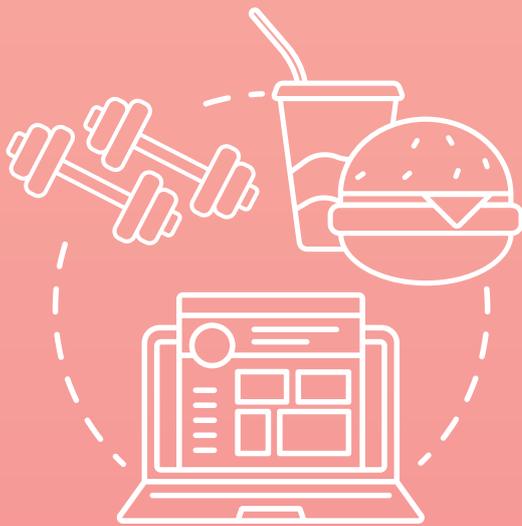


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THINGS TO DO



Our favourite iftars;
a luxurious spa day;
jewellery for Mother's Day
and more!



ARABESQUE AFTERNOON TEA

Nestled in the heart of Palace Dubai Creek Harbour, Al Bayt, The Arabesque Afternoon Tea is a truly elevated experience, set against the striking backdrop of Dubai Creek Harbour. This exquisite affair involves a carefully curated selection of artisanal pastries and savory delights. With panoramic views, this afternoon tea offers a moment of opulence and serenity, making it a must-visit for those who appreciate the finer things in life.

Timing: Every day from 3 pm to 6 pm

Price: AED 190 per one person or AED 360 per pair

Location: Al Bayt, Palace Dubai Creek Harbour

For reservations, call +971 4 559 8870 or email dineatpalacecreek@palacehotels.com.

FOREVER BRACELETS FOR MOTHER'S DAY



There's a new experience in town that's as fun as it is meaningful! DIAN Jewellery, located at Gold & Diamond Park Dubai, has introduced the UAE's first-ever Forever Bracelets. These are delicate 18K gold pieces permanently welded onto your wrist - no clasps, no hassle, just a seamless, elegant band that stays with you.

Perfect for besties, couples or especially mothers and daughters this Mothers' Day, this is Dubai's latest must-try experience. Whether you're celebrating friendship, motherhood, love, or how much you appreciate the women in your life, Forever Bracelets let you mark the moment with something truly lasting.

The process is quick and stylish - simply walk into DIAN Jewellery's store at Gold & Diamond Park, choose your design and get linked in minutes. Prices start at AED 450, with luxe options up to AED 1,200. Because some things - and some people - are worth keeping close forever.

Location: DIAN Jewellery, Office 103, Gold & Diamond Park Building 4, Dubai

Price: AED 450 - AED 1,200

Walk-in or visit www.dianjewellery.com for further details.

RELAX IN STYLE AT REFIVE SPA

Step into ReFIVE Spa this month, the ultra-luxurious wellness space at FIVE LUXE, that promises true rejuvenation. The perfect daycation spot, this plush spa offers a kaleidoscope of transformative treatments and therapies, ensuring you feel your very best.

Perfect for a Mother's Day gift or simply a treat to yourself, either indulge in a day of pure revitalisation or gather your closest friends for a weekend of no holds barred pampering. From healing practices to head-to-toe bliss, this could be your invitation to detox in style.

From Golden Glow facials and ice therapy for muscle recovery, to the calming Shirodhara Abhyanga, every treatment at ReFIVE Spa is designed to restore the mind and body. Unwind with tailored massages, exclusive Hammam rituals and bespoke facials by Auteur or Linda Meredith - or alternatively, boost your glow with oxygen therapy and collagen boosters. For something extraordinary, the ReFIVE Elements Experience fuses salt and crystal massage with a special take-home gift. You can also relax in the luxurious spa pool, the perfect way to complete the ultimate wellness ritual at ReFIVE Spa.

Location: The ReFIVE Spa at FIVE LUXE

Price: Treatments starting from AED 195

Call +971 4 275 9925 or email flh.spa@fivehotelsandresorts.com to book.



BEST IFTAR PICKS

Everyone loves a delicious iftar! Here are our favourite picks for this month!

With the Holy month of Ramadan upon us, Dubai's dining scene is offering an array of unforgettable iftar experiences that bring together tradition, indulgence and a lovely sense of togetherness. Whether you're in search of a lavish buffet, an intimate sharing-style menu or an elegant à la carte feast, here's a handpicked selection of the best iftars to enjoy this Ramadan.

No matter where you choose to dine, each of these gorgeous iftar experiences promises a truly special way to celebrate the Holy Month. So, gather your loved ones and enjoy a feast to remember!

SERENE OUTDOOR IFTARS AT LAYALI AL QAMAR



For those who love dining under the stars, Layali Al Qamar at Jumeirah Golf Estates presents a stunning outdoor iftar experience. The twinkling fairy lights and lantern-lit seating create the perfect setting for a relaxed evening with your nearest and dearest. Begin your meal with an array of fresh salads and mezze, including creamy hummus Beirut, crunchy lamb kibbeh, and flaky spinach fatayer. The live BBQ station is the highlight of the evening, serving up juicy shish taouk, chermoula-marinated king prawns, and tender lamb ouzi. Finish up your meal in the right way, with a tempting selection of desserts, from traditional Umm Ali and golden-brown luqaimat to a decadent pistachio cheesecake. To make your iftar even more special, a live oud performance will serenade all diners on Fridays and Saturdays, setting the perfect ambience for an enchanting Ramadan night - gorgeous!

Location: Layali Al Qamar, Jumeirah Golf Estates

Dates: Daily except Mondays

Time: Sunset to 9 pm

Price: AED 150 per adult and AED 90 per child (5-12 years)

Call +971 4 586 7795 or visit www.dubaigolf.com/jge/promotions-events/layali-al-qamar/ to make a booking.



A REGAL RAMADAN EXPERIENCE AT THE ROYAL MAJLIS

Step into the grandeur of the Royal Majlis at Emirates Golf Club, where timeless traditions meet a truly indulgent culinary journey. You and your loved ones can break your fast with a delectable spread of classic Arabic mezze, including creamy hummus, stuffed vine leaves and flavourful moutabel. Warm up with delicious soups before heading to the live cooking stations, where chefs prepare your family's favourites right before your eyes. Enjoy succulent lamb ouzi, a customisable pasta station and an oriental mixed grill bursting with flavour. End your meal on a sweet note with a selection of Arabic and international desserts that are sure to satisfy everyone around the table. For larger gatherings, the Pavilion offers an exclusive private setting for groups of 100 or more, ensuring you receive a personalised and intimate experience.

Location: The Royal Majlis, Emirates Golf Club

Dates: Daily throughout Ramadan

Time: Sunset to 9 pm

Price: AED 295 per person (lawn dining) or AED 250 per person (group dining at the Pavilion)

For reservations, email emiratesdining@dubaigolf.com or call +971 4 417 9999.

A SHARING-STYLE MENU AT KASTURI



Gather your loved ones for an intimate iftar experience at Kasturi, where a special five-course sharing menu awaits you! This rooftop retreat offers a cosy and laid-back atmosphere, making it the perfect spot to break your fast, while enjoying breathtaking views of the city skyline. The menu is designed for sharing, creating a communal dining experience that's perfect for family and friends. Begin your meal with crispy corn kabab and pakoda, followed by comforting lentil soup. For mains, you can savour their aromatic Butter Chicken, rich Smoked Lamb Chops and fragrant saffron-infused rice, and end your meal with a selection of desserts that highlight the best of both worlds, from creamy kulfi to cardamom-spiced gulab jamun. Blending British-Indian flavours with warm hospitality, this iftar is all about good food and even better company.

Location: Kasturi, Jumeirah Golf Estates

Dates: Daily except Mondays

Time: Opens from 5 pm onwards

Price: AED 125 per person

To make a reservation, call +971 4 586 7761 or visit www.dubaigolf.com/jge/promotions-events/iftar-at-kasturi for more details.

A HERITAGE IFTAR AT SABAA RESTAURANT & BAR



Step back in time and experience a traditional iftar at Sabaa Restaurant & Bar, nestled in the charming setting of Al Seef Heritage Hotel Dubai, Curio Collection by Hilton. Embracing the true spirit of Ramadan, this elegant dining experience pairs authentic Arabic hospitality with a delightful selection of traditional and international dishes. Here, you and your family and friends can enjoy a carefully curated buffet, while listening to the soothing melodies of a live oud player and vocalist, creating a setting that is both serene and enchanting. This is ideal for those who want something memorable, but peaceful too!

Location: Sabaa Restaurant & Bar, Al Seef Heritage Hotel Dubai, Curio Collection by Hilton

Dates: Throughout Ramadan

Time: Sunset to 9 pm

Price: AED 155 per adult or AED 75 per child (6-12 years)

Call or WhatsApp +971 58 200 5853 to make a booking, or visit www.dining.alseef@hilton.com to learn more.

WELLBEING



Why core strength benefits kids; how to help children gain weight healthily; managing worries and more!



FIRST AID KIT ESSENTIALS FOR PARENTS

What are the key ingredients of a good first aid kit?

Mums are well aware of the ups and downs of managing a family, and are used to having to expect the unexpected. In the case of small injuries or medical requirements, such as cuts, grazes, bruises, allergies and more, preparation is everything. A comprehensive first aid kit is a must-have for families to ensure that should any minor incidents happen in or around home, your little one will be patched up safely! Also if, at any stage, you're uncertain of your child's condition or how appropriate it is for you to treat their minor injury at home, don't hesitate to contact a medical professional.

THE BASICS

One of the fundamental pieces of a good first aid kit is an array of bandages, plasters and sterile gauze of various shapes and sizes. Throw in a roll of suitable adhesive tape and a triangular bandage or two (great for slings!) and you're off to a solid start.

Next up is a good antiseptic. Antiseptic wipes and sprays are a super handy and clean way to minimise infection, without making a mess. Don't forget to include some antibiotic ointment, along with a couple of creams specifically for dealing with insect stings or burns and any allergies. Hand sanitiser and latex gloves are a necessity for the person providing first aid so that they are also protected.

MEDICATION

A small supply of paracetamol and ibuprofen is next up. Being able to reach into your first aid kit for some light painkillers or anti-inflammatories is a life-saver for treating small aches and pains, or any swelling that your little one might be experiencing. Make sure to source child-



appropriate doses and check to see if your little one has any allergies to this medication, or if it interferes with any other medication they may be taking. A packet of antihistamines will make pollen season a breeze by helping to keep the sneezes at bay. Cold remedies, including cough bottles are always worth having on hand throughout the year for a convenient and effective treatment option.

EQUIPMENT

A few small tools will make many first aid jobs a lot easier. A good tweezers is the go-to piece of equipment for removing splinters - a really painful injury for children. A dedicated pair of scissors for cutting bandages to size will mean that you're not scrambling around your kitchen in your little one's time of need. Safety pins are also a handy little item for temporarily securing bigger bandages. Lastly, one of the most important things in any first aid kit is a good thermometer - essential for getting accurate readings when keeping an eye on your child's temperature.

While there are countless items that you could use to populate your family's first aid kit, these are the necessities that form a great starting point. Now that you're prepared, you can put the potential falls and minor medical emergencies out of your mind and focus on loving that special family of yours!



SUPPORTING A WORRIED CHILD

Helping your little one tackle their worries is a tough task. Let's take a look at an approach that comforts and empowers them.

When a child is very anxious, it presents a precarious position for many parents. The natural instinct is to find immediate solutions to lift your little one out of this feeling, but sometimes this can put pressure on them, causing even more anxiety. It's so easy for children to get caught in this loop of worry. However, with a little bit of knowledge, helping an anxious child becomes a lot more manageable.

AVOID JUMPING TO SOLUTIONS

Leaping into problem-solving mode is the initial reaction that so many of us feel when our little one is in the grips of an anxious episode. You may want to swoop in and 'fix' the situation but this isn't always what's best for the child. They aren't going to be able to settle down if you're focused on cleaning up around them. So pause for a moment and comfort your little one. There will be lots of time to resolve the issue and help them regulate their emotions. Meeting your little one wherever they're at will signal to them that you are on their side in this, that you're not dismissing their feelings and that everything might really be okay. The key is to empower them to overcome the anxiety themselves over time and one of the best ways to do this is to avoid solving all the problems on their behalf.

UNDERSTAND THE EMOTION

Seeing a little one in the throes of worry when it seems there isn't too much to worry about can be somewhat confusing. Remember that the worry your child is experiencing may not make sense to you at first. This doesn't mean that it isn't a very real experience for them. Saying "Oh, it's not that bad", "That's not such a big deal", or "What are you worrying about that for?", are all pretty unhelpful phrases when your little one is feeling anxious. Instead, try to put yourself in their shoes. When you're young, certain things that seem harmless to adults can be a real source of worry. Consider saying "I can see that you're feeling really upset and worried, would you be able to tell me what is causing that feeling?" Simply empathising and asking for their input really goes a long way in encouraging children to feel their feelings, and therefore resolve issues, rather than pushing them away to move past them.

REALISTIC EXPECTATIONS

The root cause of the worry can be almost anything. Perhaps it's down to difficulty making friends, fear of speaking in front of the class or anxiety around performing well in sport. Whatever the case, it's important to set realistic expectations. It can be so tempting to tell your child that all will be well and that there is nothing to worry about. However, the next time they feel that anxiety or worry, it might be even more stressful given that a parent told them it would be okay. A better approach is to acknowledge that making friends can be hard, or stepping onto the playing field is sometimes a scary experience. By doing this, your little one will feel heard. Then, you can gently present them with ways to overcome these issues. Setting realistic expectations about how it will take a little bit of time to address the anxiety, and for it to go away, might seem nonreassuring but it will actually provide your child with a pathway towards a worry-free day.

BUILDING RESILIENCE

One of the keys to overcoming worry is building resilience. It's not about ignoring your feelings, it's about feeling the worry,

facing your fears and doing whatever you feel like you can't. This is a superpower for children. If they can learn to turn moments when they're almost paralysed with worry into ones where they are able to let the anxiety pass them by, they will be equipped to handle so much of what life throws at them. Again, start by acknowledging to your little one that this is a challenging situation. Set realistic expectations about how it might take some determination to overcome the obstacles. Then, encourage your child to feel the anxiety and move forward anyway. Building up tolerance in this way can enable children to conquer their worries in a healthy way.

A GUIDING LIGHT

Lastly, it's worth touching on the power of setting a good example for your child. If you can role model how to handle worries and anxiety by allowing yourself to experience the feelings and motivating yourself to push past them, your little one will really benefit. Just witnessing you practising what you preach, displaying the resilience and strength to take on challenges while admitting that it is hard or scary sometimes, will inspire your child to try to do the same. With you as their guide, nothing will get in their way!



HELPING KIDS TO GAIN WEIGHT

Are you worried your little one is underweight? Here we look at the common signs, some of the root causes and most importantly - solutions!



Weight can be a tricky issue for many children. For some, it might be the case that they really struggle to gain or maintain weight. As parents, it can be very challenging to see your little one being underweight. Concerns can often linger as it's such a painful topic and it's sometimes unclear whether or not the issue is resolved. Here we will take a look at some of the signs that your child is underweight, what some of the causes are and what actions your family can take to help.

SIGNS TO LOOK FOR

To navigate around the uncertainty, there are some tried and tested criteria to consider when trying to determine if your child is underweight. Comparing their weight to that of other children of the same age is one step. Furthermore, your little one's height should be taken into account for a more specific assessment.

Up to two years of age, paediatricians assess children's weight using a ratio of their weight to length. For little ones older than two, BMI (body mass index) is taken into account. In both of these cases, children are determined to be officially underweight if their result lands in the bottom 5% compared to others their age. Annual check-ups with your family doctor will help you to track your child's weight and compare it to their peers.

Moving away from the data, there are some signs that parents can look out for. Clothes are a good way to measure if your little one is gaining weight or otherwise. Take a note of how they fit and monitor this over a period of time. If your little one isn't outgrowing their clothes as regularly as you'd expect, it might be an indication that they're slightly underweight. Similarly, if you look at their stomach or side and notice that their ribs are more visible, it's a strong sign that they could do with putting on some more weight. Through all of this, it's important to keep your worries away from your child, as best you can. So when you're taking a look, be subtle and gentle with them.

POTENTIAL CAUSES

Let's consider some of the factors that could be hindering your little one from gaining or maintaining weight.



Eating habits

One of the most common reasons children are underweight is quite simply from not eating enough food. If parents aren't tracking their little one's eating habits, it's possible that they're undereating without anyone noticing. As for why a child may do this, there are a variety of reasons. Picky eating alone is often enough.

The what and how of a child's eating habits can have a large impact on their weight. Snacking is something that should generally be avoided, if possible. This may seem counterintuitive but snacking often results in less nutrition, rather than more. This is due to the fact that children may snack at various points throughout the day, filling up on more processed foods that don't provide the level of nourishment or calories that they really need.

Similarly, many kids can consume sugary drinks and treats that will give them the impression of being full, and come meal time they'll be left pushing their food around their plate. Without being too overbearing about it, it can be beneficial to have a rough idea of your little one's macronutrients each day. While it may seem daunting at first, a few small steps make all the difference.

Medical reasons

Food allergies can seriously limit the food available to your child and this can prevent them from getting enough nutrition easily.

Similarly, certain medications and conditions impact a child's appetite, so they may not be receiving the correct hunger signals.

WHAT STEPS CAN MY FAMILY TAKE?

Now, it's not all doom and gloom, and usually this issue is one that can be remedied at home. With the idea of limiting (but not completely eliminating!) sugary treats and other snacks in mind, it's time to check out what kind of food to provide your little one with. Calories and balanced nutrition are what we're aiming for here, and many families don't actually incorporate enough healthy fat into their diets. Clean nut butters and healthy oils are two great ways to introduce a little boost without asking too much. They're quite calorie dense foods, meaning that they offer a lot of energy and fuel.

A fantastic next step is to speak to your paediatrician, and potentially a dietician, to get a suitable food plan - and your worries will soon be alleviated, knowing that your child is getting exactly what they need. If your son or daughter has any specific dietary requirements or preferences, this will also be taken into account. A weekly meal plan will ensure that your little one is at least provided with the food that they need to up their weight. By tackling the habits that may be suppressing their appetite, and presenting them with healthy, full meals, your little one will soon be chomping their way to victory!





THE IMPORTANCE OF CORE STRENGTH IN CHILDREN

How does a strong core benefit kids?

When it comes to children's physical development, we often think about strong legs for running, flexible arms for climbing or good posture for sitting at a desk. But there's one big area that plays a role in all of these, and that's core strength. A strong core isn't just about visible muscles, it's the foundation for balance, coordination and overall movement. Without a solid core, everyday movements can become tiring, clumsy or even uncomfortable for children, making simple tasks feel like hard work. Kids may struggle a little more with everything - from sitting still in class to excelling in sports.

WHY IT MATTERS

The core is made up of muscles in the abdomen, back and pelvis, and these muscles work together to support posture, movement and stability. While adults might focus on core workouts for fitness, in children, a strong core is essential for everyday activities. Let's take a look!

Sitting at a desk

A weak core can make it difficult for children to maintain good posture, leading to slouching, fidgeting and avoidable fatigue in school. Over time, poor posture can even contribute to back pain and difficulty concentrating, meaning that strengthening the core might directly improve your child's focus and learning ability.

Balance and coordination

Whether they're riding a bike, climbing a tree or hopping across stepping stones, core

strength keeps kids steady and in control, meaning they have greater confidence when it comes to trying new activities! This confidence can have a huge impact on their willingness to explore new challenges, from gymnastics to team sports and even basic playground games.

Fine and gross motor skills

Writing, cutting with scissors, kicking a ball and jumping all require core stability. Weak core muscles can make these tasks harder for little ones, and we can all agree that they make up big aspects of childhood, playtime and school success. If a child struggles with these basic skills, they might start opting out of activities they actually enjoy, simply because they find them exhausting.

Avoiding injuries

We all want our kids to stay injury-free as they go about the rough and tumble of being a child. A strong core reduces strain on their other muscles and their joints, meaning that the risk of injuries from falls, trips, games or sports activities is much lower. With better core strength, children are less likely to roll their ankles, twist awkwardly or fall in ways that lead to sprains and strains.

Breathing and digestion

The core muscles also support the diaphragm, which helps us with deep breathing, and the abdominal muscles help with digestion. While these may seem basic, having a good foundation of strength means your son or daughter can boost their breathwork and keep

WELLBEING

their tummy happy more easily. Good digestion and deep breathing are also linked to better sleep, which is yet another hidden benefit of a well-developed core.

A weak core doesn't just make physical activities harder - it can also affect confidence. If a child struggles to keep up with their friends or classmates in sports or at playtime, it can really impact their self-image. They may even start avoiding these activities altogether, missing out on key physical, social and development moments. This can create a cycle where inactivity leads to further weakness, making it even harder to catch up later.

SIGNS OF A WEAK CORE

Many children naturally develop their core strength through active playtime, but some little ones may need extra support. Signs of a weak core to watch out for include:

- Slouching or leaning on the desk while writing or drawing
- Struggling to sit still for long periods without constantly shifting position
- Difficulty with balance-based activities like hopping, skipping or riding a bike
- W-sitting (sitting with legs in a W shape) for long periods, as this provides extra stability
- Tiring quickly during physical activities
- Avoiding climbing, running or jumping games

If your child shows some of these signs, don't worry - there are plenty of fun ways to build core strength without them even realising they're doing it!

USING PLAYTIME

The best way for kids to strengthen their core is through active, unstructured play. No gym workouts needed, just movement, fun and exploration. Here are some simple but effective ways to boost your child's core strength in everyday life. It's wise to encourage children to switch up their playground activities so they engage different muscle groups, while keeping playtime exciting too.

Playground adventures

Playgrounds are full of opportunities for core-building activities. From pulling themselves up



ladders or hanging from monkey bars, to trying to make themselves go faster on a swing, or even balancing on logs or beams, your child will be challenging their core at every turn!

Animal walks

Many kids love pretending to be animals, and this is a fantastic way to sneak in core-strengthening movements. Whether they get the most entertainment from bear crawls (walking on all fours with their hips raised), crab walks or frog jumps, it doesn't matter - all of it will build their core up effectively! For extra fun, you could turn it into a race or an obstacle course to keep them motivated.

Bikes and scooters

Balancing on a bike or scooter is great for asking your child's core muscles to do some

continuous work to keep their body upright and steady. This is such a wonderful activity to slot into busy schedules too, and for extra fun, why not join in yourself for a bit of quality time together? If your child isn't confident on a bike yet, a balance bike is a great way to develop core stability before transitioning to pedals. Even something as simple as scooting to the shops or to a nearby neighbour's house can help build core strength over time.

Dance and yoga

Dancing is a brilliant full-body workout that naturally engages the core. Simply turn on some music and let your child jump, spin and wiggle to their heart's content - it really couldn't be easier!

Yoga is another fantastic option. Simple poses like tree pose, boat pose or plank pose all help



strengthen little core muscles, while improving your child's focus and balance. An added benefit is the sense of calm and peace that yoga can also bring into your little one's day.

Rough and tumble play

Wrestling, rolling and playful roughhousing are natural ways for kids to engage their core. In fact, this is probably how children have started developing their core strength for many generations. Tickle fights, pillow fights, chasing in different directions and tumbling on soft mats or grass are not only great for strength, but they also boost coordination and body awareness really well too.

CORE-BOOSTING GAMES

If you have the time and your child is willing, why not consider playing some core-related

'games' together? It doesn't have to be anything fancy, or even for very long - over time you will see the difference! Some good ideas are:

- Wheelbarrow walks - hold your child's legs while they walk forward on their hands
- Ball passes - sit on the floor facing each other and pass a ball side to side using only the core
- Statue freeze - challenge your child to hold fun poses like a superhero stance or balancing on one leg

EVERYDAY LIFE

Aside from active play, small changes in our everyday habits can go a long way! Here are some things to bear in mind.

Limit prolonged sitting

We hear this a lot but it really is true! Where you can, aim to encourage regular movement breaks for your little one, especially after school or screen time. TV, video games, social media and other screen-based activities can be a real issue in terms of a sedentary lifestyle, so it's best to make a concerted effort to get your child moving after any of these activities. Even standing up to stretch or marching in place during TV adverts can make a difference.

Active seating

Sitting on an exercise ball or a wobble cushion can be presented as a bit of fun - but the reality behind the scenes is that these are both excellent ways to get your child to engage their core while doing homework or eating meals. This small tweak can lead to major improvements in their stability over time.

Good posture

It may seem old fashioned, but proper posture can do wonders! Try to remind your child to sit up straight without slouching or leaning on their desk - even if they find it annoying at first! After a while, it will become second nature for them.

Fun chores

Maybe it seems like there is no such thing as a 'fun' chore, but kids can get quite excited for outdoor tasks, like sweeping, raking or even carrying shopping bags (all of which engage

core muscles in a functional way!), especially if you make it a fun challenge somehow. You could try saying things like "Let's see how much of the patio you can sweep in five minutes!" or "Who can carry the bags for the longest, me or you?" You could even turn tidying up into a game, with challenges like balancing on one foot while picking up toys, or anything else you can think of.

Core strength is about more than fitness - it's the foundation for balance, coordination and even confidence. While some kids naturally build strong core muscles through active play, others may need a little extra encouragement and there's nothing wrong with that.

A strong core today will set children up for a lifetime of better movement, posture and self-image. By bringing fun, movement-based activities into your little one's daily routine, you'll be helping them develop a strong, stable core that supports everything they do, from sitting in class to climbing trees and riding bikes. And the best part? They'll be having so much fun, they won't even realise they're working out!

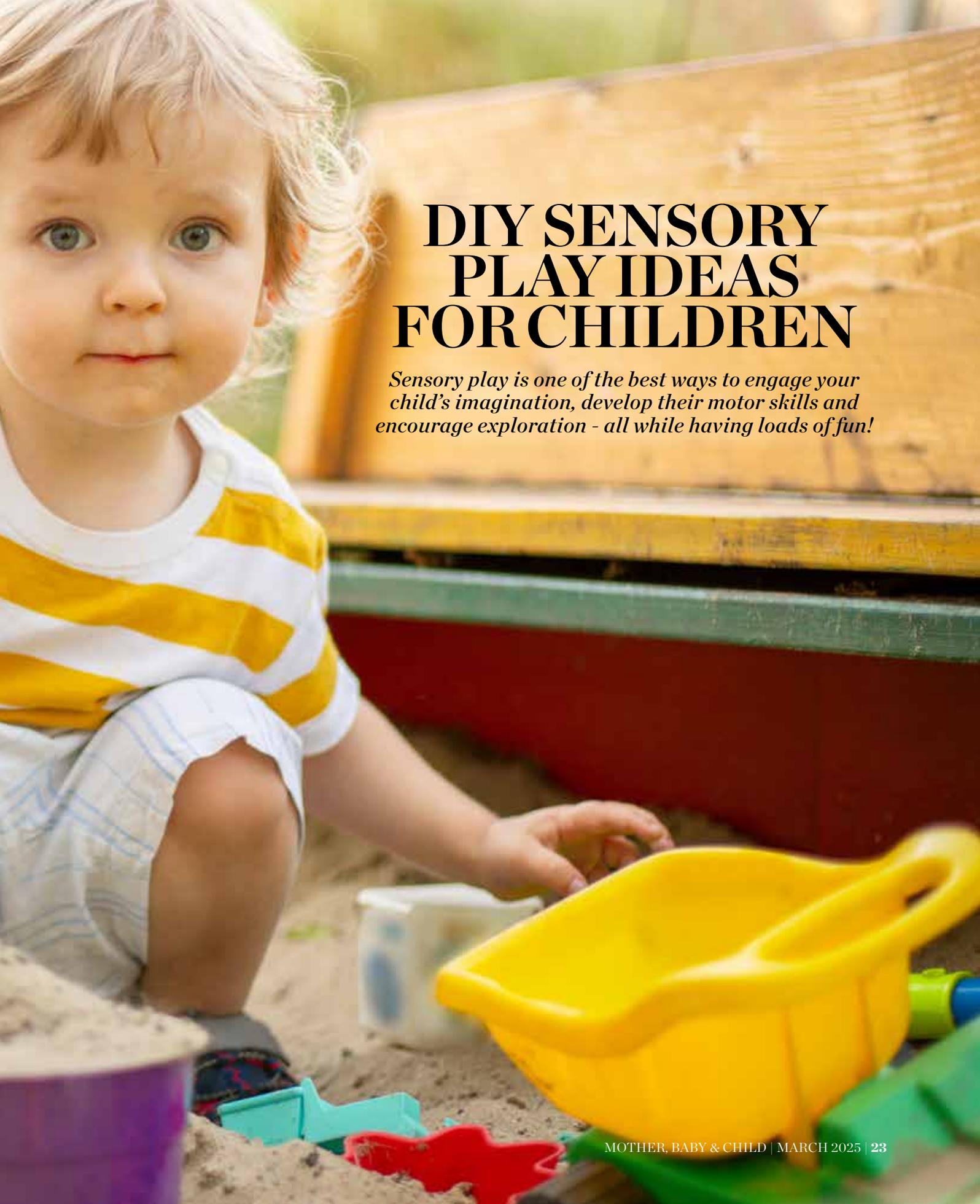


PARENTING



Looking after kids throughout Ramadan; why micro-routines matter; the power of asking “What do you think?” and more!



A young child with curly hair is sitting in a sandbox. The child is wearing a white t-shirt with yellow horizontal stripes and light-colored shorts. They are looking directly at the camera with a neutral expression. In the foreground, there is a large yellow plastic bucket, a purple bucket, and several colorful plastic toys (red, green, blue) scattered in the sand. The background shows a wooden structure, possibly part of a play area, with a green and red painted edge. The lighting is bright and natural, suggesting an outdoor setting.

DIY SENSORY PLAY IDEAS FOR CHILDREN

Sensory play is one of the best ways to engage your child's imagination, develop their motor skills and encourage exploration - all while having loads of fun!



Whether your child loves squishing, splashing or scooping, sensory activities are perfect for keeping little hands busy and curious minds active. The best part is that these DIY activities are affordable, simple to set up and adaptable to suit any child's interests. Here are some easy-to-implement ideas that you can bring to life from the comfort of your own home.

SENSORY BINS

Your house is packed with items that can double as sensory tools. Rice, pasta, sand or even dried beans can make fantastic bases for a sensory bin. Pour them into a large container, throw in some scoops, cups or small toys, and sit back as your son or daughter explores textures and practises hand-eye coordination at the same time.

Hidden fun

If you want to take it a step further, add an element of surprise by hiding small objects for your child to find, like toy animals, buttons

or letters. This makes for an easy pivot into a treasure hunt where you can ask questions like, "Can you find the letter A?" or "How many animals can you discover?" Games like these are wonderful for encouraging your little one's problem-solving skills - and for keeping their minds engaged for long stretches of time.

Keeping clean

If space is limited or you prefer mess-free exploration, a handy tip is to seal sensory materials into ziplock bags. Kids can press, squeeze and move the items around without creating a mess, making this a perfect activity for toddlers or for on-the-go play.

STRESS-FREE MESS

Let's face it - kids love mess, but the cleanup isn't usually fun for parents. A great trick is to embrace manageable messes in spaces where it's easy to clean up. For example, set up a 'foamy soap station' outdoors or in the bathtub. Simply spray a dollop of foamy soap

or shaving cream onto a tray and let your child mix, swirl and create patterns with their hands, brushes or sponges. To make life easier for yourself, lay a plastic tablecloth or shower curtain on the floor if you're setting up messy play indoors - it makes cleanup a breeze!

Extra texture

If they're feeling adventurous, encourage your little one to experiment with textures by adding soft sponges, toothbrushes or even feathers to the mix. While they're having a blast, they're also building their sensory processing skills and strengthening their hand muscles.

WATER PLAY

Water play is a sensory classic that never goes out of style. Whether it's splashing, pouring or scooping, kids are naturally drawn to water. To bring some of this excitement into your child's next weekend activity, simply fill a large container or bucket with water and toss

in toys, cups and sponges. Add floating items if you have them, like small plastic lids, for little ones to collect or sort. As always, use your judgement and never include anything that could potentially be a choking hazard.

For an added challenge, encourage your child to 'rescue' items from the water using tongs or a slotted spoon. This not only boosts their hand-eye coordination but also introduces a bit of problem-solving into the fun.

SENSORY WALKWAYS

Why not turn your garden or living room into a sensory adventure with a DIY walkway? Exploring different textures and materials with a sensory walkway will give your child hours of entertainment and learning, encouraging them to use their senses in new ways.

All that's needed is to gather items like bubble wrap, sandpaper, grass mats, soft towels or pebbles. Place them in a line on the floor or garden path and let your child walk barefoot to experience each texture. Alternatively, they can crawl or use their hands to feel their way through the walkway if they prefer. This is such a novel way to engage kids' sense of touch, and it makes a great activity for a long weekend afternoon.

THE POWER OF ICE

Ice play combines sensory fun with a dash of science, so if you have a budding scientist at home, this is the perfect new game for them. You will need to freeze small toys or objects in ice cubes or larger molds and challenge your child to figure out how to 'free' them. Provide your son or daughter with warm water, droppers or kid-safe tools to chip away at the ice, and then leave them to their experimentation!

This activity is ideal for hot days, offering little ones a cooling sensory experience while encouraging their problem-solving and patience. You can also turn it into a mini science lesson by explaining a little about how heat melts ice. For an extra splash of colour, freeze the water with a few drops of food dye. This goes down a treat with children - just be prepared for colourful hands afterward!

SENSORY BOTTLES

Not all sensory play has to be messy. Sensory bottles are a great option for visual and auditory stimulation, offering a calming

experience that's perfect for quiet time. It's quite simple - take some clear plastic bottles and fill them with everyday items like rice, beads or glitter. Add a bit of water or baby oil to create a slow-moving effect - and that's it!

Encourage your child to shake, twist and turn the bottle to see what happens. You can even create 'I spy' bottles by adding tiny objects like paper clips or buttons and challenging them to find each one. These bottles are especially helpful for soothing overstimulated children or as a portable sensory tool for long car rides. Again, use your judgement when it comes to choking hazards - make sure the bottles are securely closed so no small pieces can escape, and always keep a close eye on proceedings.

OUTDOOR FUN

Sensory play can also be brought outside for some fresh air and extra space to explore. After all, nature is brimming with opportunities for hands-on learning.

Mud kitchens

Repurpose old pots, pans or utensils for a mud kitchen in the garden. Let your child mix dirt, water and leaves to create their own 'recipes' - a simple but effective way to have hours of fun!

Nature collecting

Give your little one a basket and challenge them to find items with different textures, like smooth stones, crunchy leaves or soft grass. Discuss the differences and see what creative stories they come up with. This is a

great activity for when you're also doing your own thing in parallel in the garden, and can be made as long or short as you like.

Sand play

Sand is the original sensory activity. If you have a sandpit or access to a beach, let kids dig, pour and sculpt to their hearts' content. Pair sand with water for building castles or creating mini rivers. These activities not only encourage exploration but also help children connect with nature and understand the landscape around them.

WHY IT MATTERS

Sensory play isn't just about keeping kids entertained - it's actually a crucial part of their development. It helps build their coordination, improves their concentration and encourages creativity. Activities like scooping rice, squishing foam or walking on different textures develop hand strength and coordination, laying the foundation for writing, drawing and other skills.

This style of play also brings out kids' independence and problem-solving ideas, which is why it's important to resist the urge to direct or control your little one's experience. When children are given the freedom to explore, they learn to navigate challenges, experiment and make decisions by themselves - all valuable life skills.

So, embrace the mess (when you can), get outside where possible and watch your child's curiosity and confidence grow through the magic of sensory play. These small moments of fun will create big memories - and abilities - that last a lifetime!





MANAGING KIDS THROUGHOUT RAMADAN

Here are some helpful ideas on how to approach Ramadan as a family, so children of all ages can take part.

Ramadan is about so much more than just fasting - it's a time for spiritual growth, self-reflection and strengthening your faith. The practice of self-discipline, gratitude and compassion for those less fortunate can be a true reset, a chance to break bad habits and an opportunity to grow. By the end of the month, many people feel spiritually refreshed, with renewed purpose and a deeper appreciation for life's blessings.

For kids and teens, it can also be a period of deepened awareness, but being younger presents more challenges. Whether they are observing the fast or simply participating in the spirit of the month,

ensuring little ones' wellbeing is very important. By bearing a few things in mind, you'll be able to help your child navigate Ramadan in a way that is both meaningful and healthy.

AGE-APPROPRIATE APPROACHES

For younger children, Ramadan may be something they understand at their own level, while older children might want to take on more responsibility. Introducing the significance of the month in an age-appropriate manner helps kids feel included and engaged.

Storytelling, interactive activities and simple discussions about devotion, giving to others and patience are great ways to help them understand the deeper meaning of Ramadan beyond fasting.

If your child is eager to participate but not yet old enough to fast, you can encourage other acts of worship and generosity, such as helping with suhoor or iftar preparations, donating to charity or setting small personal goals, like being extra kind to siblings.

HEALTHY EATING

For children who are fasting, ensuring they get the right nutrients at suhoor and iftar is very important. Suhoor should be a balanced meal that includes slow-releasing carbohydrates (such as whole grains), protein and healthy fats to provide sustained energy throughout the day. Hydration is just as important - encourage your son or daughter to drink plenty of water between iftar and suhoor to prevent them from becoming dehydrated.

Iftar should start with dates and water, following the Sunnah and then include a variety of nutritious foods. It's good to avoid heavy, fried foods, as they can cause sluggishness. Instead go for a colourful plate filled with vegetables, lean proteins and wholesome carbs. Encouraging children to be mindful of what they eat helps them develop a positive relationship with food and their bodies during Ramadan and beyond.

REST AND SLEEP

Ramadan often shifts the usual daily routine, with late-night prayers and early morning suhoor. For little ones, maintaining adequate rest is key to keeping their energy levels stable during this period of fasting. If they are waking up for suhoor, consider adjusting their bedtime earlier to ensure they still get enough sleep.

For school-aged children who are fasting, a short nap after school or before iftar can help prevent overtiredness. Encouraging a calm bedtime routine - such as reading a book, dimming the lights or engaging in quiet reflection - can also improve their sleep during this time.

A SPIRITUAL FOCUS

Ramadan is a wonderful opportunity to help children develop emotional resilience and spiritual mindfulness. It can be nice to encourage them to reflect on gratitude by keeping a 'Ramadan Journal' where they write or draw things they are thankful for each day. Small acts of kindness, such as sharing food with neighbours or writing thoughtful notes to family members, can really underline the sense of community and care of this time.

Children also benefit from seeing Ramadan as a time of inner growth rather than just fasting. Teaching them about patience, self-discipline and the importance of good intentions helps build strong values they can carry beyond Ramadan.

MANAGING ACTIVITY

While fasting, it's normal for energy levels to fluctuate, but it's still important to keep children physically active. Light activities, such as stretching, a walk after iftar or even simple at-home games, can help maintain their movement without overexertion. For younger children not yet fasting, keeping their days filled with creative activities, like crafting Ramadan decorations or baking treats to share, keeps them engaged and connected with the meaning of the month.

COMMUNITY TIME

A vital part of Ramadan is building a sense of belonging and connection within the community. For kids, taking part in charity work, such as packing food for those in need or participating in community iftars, can help them develop a deeper understanding of empathy and generosity. Even small gestures, like making homemade cards for family members or neighbours, can reinforce the idea that Ramadan is about devotion and togetherness.

Helping children understand the importance of giving during Ramadan not only strengthens their faith but also instils values that will stay with them for a lifetime. This can be as simple as involving them in Zakat or Sadaqah by letting them donate a portion of their pocket money or selecting toys and clothes to give to those less fortunate.

CHALLENGES

Children, particularly those fasting for the first time, may experience challenges such as fatigue, hunger or difficulty concentrating in school. It's important to validate their feelings and offer gentle encouragement. Reassure them that it's okay to take things slowly and that every effort counts. Remind them that fasting is not just about abstaining from food but also about self-discipline, patience and kindness.

For children who are struggling, consider allowing them to break their fast early if needed, and remind them that fasting is a gradual process that they will grow into over time. Offering praise and support along the way can help them feel proud of their efforts and stay motivated.

Above all, Ramadan should feel like a joyful and enriching experience for children. Creating family traditions, like decorating your home, having a special storytime or preparing meals together, helps children connect with the Holy month on their own level. Celebrating their efforts, whether it's completing a partial fast, reflecting, showing care for others or helping at home, reinforces these positive experiences and encourages children to appreciate all that Ramadan brings.





THE POWER OF SAYING “WHAT DO YOU THINK?”

We look at how this simple sentence can open up a whole new world of conversation between you and your child.

Sometimes, the smallest changes in how we speak to our children can have the biggest impact. One stand-out phrase that should be part of every parent's arsenal is “What do you think?” These four simple words are brilliant for growing kids' confidence and critical thinking, as well as opening up dialogue between you both. Whether it's used during problem-solving moments or day-to-day decision-making, this simple question empowers your child to express themselves, think independently, and feel like their thoughts are valued.

DECISION-MAKING

When you ask your child, “What do you think?”, you're inviting them to take part in decisions, big or small. This approach shifts the dynamic from simply following instructions to actively contributing ideas. For instance, instead of saying, “We're having pasta for dinner,” try asking, “What do you think we should have for dinner tonight, spaghetti or penne?”



Even if their answer isn't practical, the act of involving them reinforces their role as a valued member of the family. It also helps develop children's decision-making skills, which form an essential part of growing up. Over time, this practice encourages them to think critically about their preferences and how they approach decisions in other aspects of life.

CRITICAL THINKING

Asking "What do you think?" opens the door for exploration and problem-solving. Children learn to assess situations and develop solutions rather than relying solely on external input from you or anyone else. For example, if your child is struggling with a disagreement with a friend, instead of offering a solution right away, try saying, "What do you think is the best way to fix this?"

This approach helps your son or daughter analyse the options and consider outcomes, expanding the critical thinking skills that will serve them well in school, relationships and beyond. When children feel encouraged

to brainstorm ideas, they also learn that challenges are opportunities for creativity and growth.

VALIDATION

When you ask your child what they think, you show them that their opinions matter. It's an opportunity to share their feelings, ideas and creativity without fear of judgement. This can be particularly powerful during emotional moments. For instance, if your little one seems upset after school, instead of saying, "You look sad, what happened?" you might ask, "What do you think would make you feel better right now?"

This slight shift encourages kids to express their emotions and take ownership of their solutions, building up their emotional resilience along the way. It also helps children develop the ability to identify their emotions and communicate them effectively - a skill they will carry all the way into adulthood.

A SENSE OF TEAMWORK

"What do you think?" is an inherently collaborative sentence, showing your child that their input is valued in family matters. Whether you're planning a weekend activity or tackling a messy room, inviting their thoughts creates a sense of teamwork. For example, instead of directing, "Let's clean up your toys now," instead, try asking, "What do you think is the best way to tidy up your toys?"

This collaboration not only motivates children to engage in tasks, but it also strengthens your bond as a family unit. By involving kids in these shared activities, you're teaching them that working together makes things more fun and effective.

SELF-CONFIDENCE

Every time you ask "What do you think?" you're reinforcing your child's ability to contribute and make decisions. Over time, this consistent validation helps build their confidence. They begin to trust their instincts, embrace their ideas and approach challenges with a sense of capability.

Even in moments when they're unsure, your encouragement will show them that it's okay not to have all the answers right away and that it's the process of thinking and sharing that is what truly matters. This helps little ones learn that taking risks, making mistakes and trying again are all part of growth.



A CULTURE OF RESPECT

This phrase is also a powerful way to show respect for your child's individuality. It shifts the conversation from being one-sided to a mutual exchange of ideas. By exemplifying this respectful dialogue, you're teaching your child how to communicate with others in a thoughtful, considerate way.

The phrase "What do you think?" reminds your child that their voice matters in your family and beyond. It builds their confidence in speaking up and engaging with other people, creating a foundation for healthy communication and collaboration in the future.

A LIFELONG MINDSET

Ultimately, "What do you think?" is more than just a question - it's a mindset that encourages independent thought and the ability to exchange ideas. By consistently incorporating this phrase into your daily interactions, you'll be nurturing a sense of curiosity and agency in your child that will benefit them for years to come.

So next time you're faced with a decision, a challenge or even a quiet moment together, try pausing and asking, "What do you think?" You might be surprised by the incredible ideas, insights and conversations it sparks. By embracing this small but impactful change, you'll be able to support their confidence but also create a stronger, more connected relationship between you both.



HOW MICRO-ROUTINES CAN BENEFIT YOUR FAMILY

In this article, we explore the ways small, repeated rituals can help children move smoothly through life.

Sometimes, it's the smallest changes in our parenting approach that make the biggest impact. One brilliant yet often overlooked tool is the use of micro-routines - tiny, predictable rituals that help children feel secure, confident and tuned in to themselves. These little habits, when built into our kids' daily lives, create a strong foundation for happiness, less stress and more independence.

From morning wake-ups to bedtime wind-downs, micro-routines offer young people a sense of structure, without a stifling level of rigidity. They are flexible, adaptable and easy to do, yet they have an incredible ability to shape your child's day, by reinforcing a feeling of stability and encouraging self-reliance.

SMOOTH MORNINGS

Mornings can be chaotic, especially when you're rushing to get everyone out the door on time! Micro-routines help ease the stress by giving kids a predictable flow to the morning, without the need for constant reminders. For example, instead of saying, "Hurry up and get dressed!", a simple micro-routine could be to wake up, stretch for ten seconds, put on clothes and head to breakfast.

By repeating the same small steps each day in the same order, children start to internalise what comes next, reducing the need for parental nagging. This builds their sense of responsibility and makes mornings smoother for everyone - a win-win!

HAPPILY INDEPENDENT

One of the most valuable gifts you can give your child is the ability to do things on their own. Micro-routines allow them to take small, manageable steps toward independence, while still feeling supported.

For instance, setting up a simple after-school routine, such as placing their shoes in a designated spot, hanging up their backpack and grabbing the same snack before starting homework, creates an automatic system that children can easily follow. Over time, they won't need reminders - they'll simply do it out of habit.

These small rituals empower kids to take ownership of their actions, teaching them responsibility in a way that feels natural rather than forced. As children grow older, these habits can evolve into routines that help them manage schoolwork, friendships and personal responsibilities with confidence and ease.

SAY GOODBYE TO ANXIETY

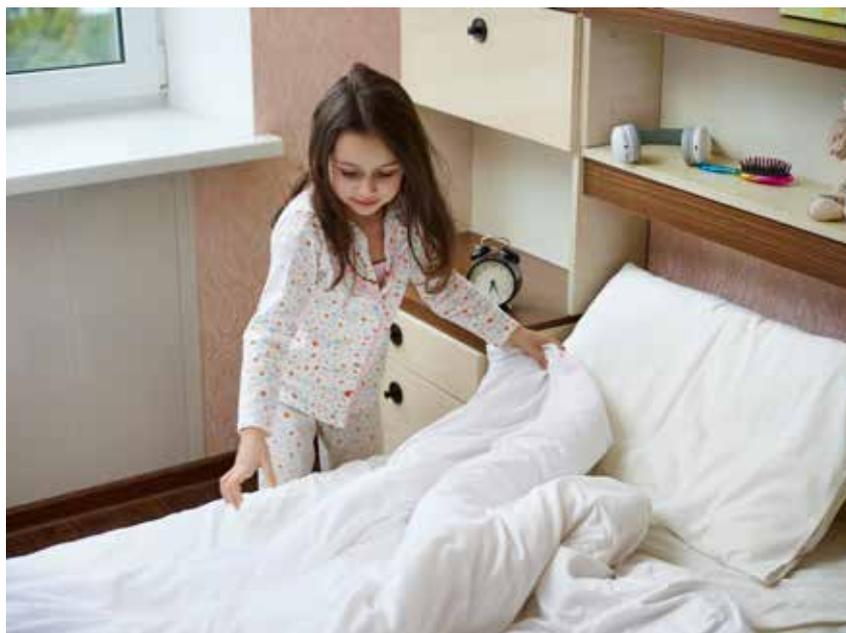
Children thrive on predictability. Knowing what to expect, even in small ways, can significantly reduce their anxiety and stress. Micro-routines offer a sense of control in a world that often feels big and overwhelming.

For example, a pre-bedtime ritual like taking a warm bath, putting on pajamas, reading a book and then turning off the light at the same time each night can help little ones move smoothly from the evening into sleep. The consistency signals to their brain that it's time to rest, making bedtime battles less frequent and boosting their sleep quality too!

Additionally, micro-routines can be especially helpful for children who struggle with transitions, such as moving from playtime to schoolwork or from daycare to home. Establishing small, familiar steps in these moments provides a calming sense of order.

CONNECTING WITH YOUR CHILD

Micro-routines aren't just about structure - they're also about connection. Small daily



rituals are perfect opportunities to bond with your child in little, meaningful ways.

A simple micro-routine, like sharing 'one good thing and one tough thing' from the day at dinner, is a brilliant way to scaffold open communication and emotional closeness between you two. Likewise, a goodbye hug before school or a five-minute cuddle before bedtime takes hardly any time, but goes such a long way in helping your child feel security and love. These moments may seem small, but they can have a truly long-lasting impact!

FOCUS AND MOTIVATION

Transitions between activities can be challenging for some children. Micro-routines help bridge these moments, making them feel less abrupt and a lot more manageable.

For example, before starting homework, a short ritual like setting up your child's workspace together, taking three deep breaths and grabbing a water bottle can create a mental cue that it's time to focus. These little rituals help shift your little one's mindset, making adaptations smoother and improving their ability to stay on task.

HEALTHY HABITS

Healthy habits are easier to build when they're integrated into daily life. Simple actions, like brushing our teeth right after putting on

pajamas, or drinking a glass of water before every meal, become second nature over time.

A great way to encourage healthy eating is through a mealtime micro-routine. Having your child set the table, choose their vegetables from two options or take a moment to appreciate their food before eating can turn meals into a mindful, enjoyable experience.

Micro-routines also work well with physical activity. A short stretch before playtime or a few jumping jacks before heading outside can become natural ways to energise the body and get a little more movement into a sedentary afternoon!

MINDSET MATTERS

Ultimately, micro-routines do more than just structure a child's day - they help instil lifelong skills. They teach kids how to organise their time, manage transitions and create positive habits that they'll carry into adulthood. By weaving these small, predictable rituals into your family's everyday life, you're not just reducing chaos - you're giving your child the tools they need to feel confident, capable and secure.

So next time you're facing a challenging moment in your daily routine, try implementing a small, repeatable ritual. You might be surprised at how it can transform a tough moment and make family life a little more joyful along the way.

THE BABY EXPO 2025: WHAT TO EXPECT

The Baby Expo 2025 will welcome over 250 global brands, an industry leaders summit and the Mother, Baby and Child awards ceremony. You don't want to miss it!



A POWERFUL PLATFORM

Bringing together over 250 leading global brands from within the maternity, baby and toddler space, The Baby Expo provides a powerful platform for businesses to showcase their latest innovations, forge strategic partnerships and connect with key decision-makers and industry stakeholders shaping the future of this rapidly growing sector.

EXPANDED OFFERINGS

The Baby Expo 2025 has doubled in size, now spanning 14,000 square metres, to meet the growing demand from brands looking to expand their presence in the region. Over 100 new brands have joined this year's edition, expanding the event's diversity to include brands from 44 countries and featuring trusted names such as Blaura, Stokke, Cybex, Baby Brezza, Nanit, Tommee Tippee, Doona, Lansinoh, Maxi-Cosi and more.

With the UAE, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman, Turkey and India leading the B2B visitor markets, the event has become a key platform for decision-makers and industry leaders to increase brand visibility and establish direct connections with customers, as well as form partnerships with key retailers, distributors and industry leaders.

NEXTGEN: INDUSTRY LEADERS SUMMIT

New for this year, The Baby Expo introduces the NextGen: Industry Leaders Summit on May 16th, an exclusive platform for professionals to gain high-value insights and connect with industry-decision makers. Bringing together top executives from the maternity, baby and toddler industry, the summit will explore emerging trends, market shifts, competitive strategies and future

The Baby Expo presented by Blaura, the Middle East's largest international event for maternity, baby and toddler brands, is set to return for its second edition on the 16th and 17th of May 2025, at the Dubai World Trade Centre. Limited exhibition spaces remain due to the high demand from brands eager to participate.

A HIGH-GROWTH INDUSTRY

The growth of Dubai's wholesale and retail sector by 2.9% (reaching AED 83.12 billion

in 2024), along with global forecasts predicting the baby products market will surge to USD 217 billion by 2030, creates a promising landscape for baby and maternity brands. The Baby Expo presents an unmissable opportunity for brands to position themselves at the forefront of this high-growth industry - showcasing their commitment to product innovation and the integration of cutting-edge technologies that make the lives of both parents and babies easier, more comfortable and more efficient.



DIVERSE AND IMMERSIVE

The Baby Expo focuses on brand awareness, connecting with distributors, retailers and industry buyers in the Middle East, and fostering networking opportunities. In 2024, 83% of exhibitors said the event helped them achieve these objectives. Building on the success of 450 business-to-business (B2B) matchmaking meetings in its inaugural year, The Baby Expo 2025 is set to bring together even more industry-leading brands and professionals. With over 700 B2B meetings scheduled, an expanded lineup of exhibitors and new international pavilions, the event promises a diverse and immersive experience for industry professionals.

The 2025 edition of The Baby Expo is set to build on its success, with an 85% exhibitor return rate and 75% of exhibitors considering it essential to their marketing and sales strategies. With 15,000 visitors expected, the expo continues to serve as a premier platform for networking with distributors, retailers and industry buyers, such as Noon, Amazon, Majid Al Futtaim, Jashanmal, Al Nahdi Medical, Mapyr, Apparel Group and Mamas & Papas, offering businesses unparalleled opportunities for growth and collaboration.

SPONSORS

The Baby Expo's second edition is supported by an esteemed roster of sponsors, with Blaura as the Title Sponsor, Aveeno Baby® and Johnson's Baby® as Main Stage Sponsors, Dabdub as Platinum Sponsor, Stokke and Twins & Siblings as Gold Sponsors and Cybex as Safety Partner. Additional partners include Qidz and the Family Hub.

Visit <https://thebabyexpo.com> to learn more.

opportunities in the baby and parenting industry. With discussions on consumer behaviour, sustainability and innovation, this is a valuable opportunity for businesses looking to stay ahead, strengthen partnerships, and unlock new growth opportunities.

Ashleigh Lloyd, co-founder of The Baby Expo, commented "We are thrilled to bring back The Baby Expo after a successful debut, now hosting over 250 international brands, including 100 new exhibitors. We created this exclusive and first platform in the Middle East to help brands elevate their visibility, connect directly with customers and showcase their innovation. We're proud to provide a networking hub where industry leaders share business insights, explore market trends and forge valuable connections to stay ahead in this evolving industry."

THE MOTHER, BABY AND CHILD AWARDS

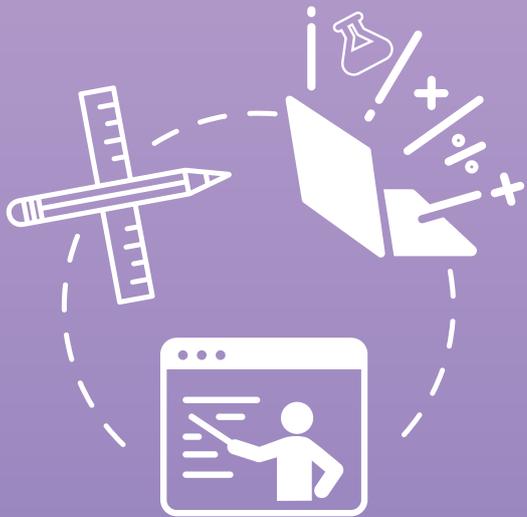
Also new for 2025 will be The Mother, Baby and Child Awards - celebrating excellence in the Middle East's maternity, baby and children's industry. Taking place on May 16th at the Ritz Carlton DIFC, the evening will

celebrate the brands and businesses making a meaningful impact in the lives of families, recognising those that provide exceptional products and services for mothers, babies and toddlers. Honouring industry pioneers - from leading nurseries and baby-friendly restaurants, to trusted baby essentials brands - the awards spotlight those dedicated to supporting parents through every stage of early childhood development.

THE SAFETY ZONE

Irfan Porbanderwalla, CEO of Cybex in India, Middle East and Africa tells us "The Baby Expo 2024, the first of its kind in the region, was an incredible success for us. The event played a pivotal role in enhancing CYBEX's brand exposure and elevating the baby industry in the Middle East. Last year, we were thrilled with the turnout and the valuable conversations we had within the B2C and B2B space. Looking ahead to 2025, we're excited to return as the Safety Partner. This year, together with RTA, we'll be introducing a dedicated 'Safety Zone', focusing on child road safety - featuring live demonstrations and expert advice on secure travel solutions for little ones."

EDUCATION



Top homework tips for little learners; an interesting case study from Odyssey Nursery and more!



INSPIRING YOUNG VOICES FOR SUSTAINABILITY: **A CASE STUDY BY ODYSSEY NURSERY**

Dubai's Odyssey Nursery shines on the global stage for its work as part of a worldwide project to amplify young children's voices and perspectives.



Dubai's Odyssey Nursery has been recognised for its pioneering sustainability case study, 'Inspiring Young Voices for Sustainability'. This exciting project, part of the 'Voices of Children' initiative by the Bright Start Foundation and University College London (UCL), puts children's creativity and perspectives at the heart of global discussions on sustainability.

YOUNG VOICES

Odyssey Nursery is the only Dubai-based early years setting chosen for this prestigious research, which aims to revolutionise early childhood education by placing young children's voices, experiences and cultural diversity at its core. The research includes case studies, virtual art galleries and physical manifestos, highlighting how creative arts can empower kids as agents of sustainable change.

SUSTAINABILITY

At Odyssey, sustainability isn't just a concept - it's woven into everyday learning. Rooted in the Reggio Emilia approach, the nursery nurtures little learners' connection to nature and encourages hands-on exploration. The journey to this acclaimed case study began with simple but profound questions from the children about what we can do to help our planet. Their curiosity sparked a series of engaging discussions

and artistic projects, allowing them to express their hopes and concerns about environmental issues.

THE POWER OF ART

From paintings of a 'happy Earth' to thought-provoking illustrations of pollution and nature conservation, the little learners' artwork tells a powerful story. Jahan painted a vibrant, healthy planet, symbolising collective care. Filippo depicted an Earth struggling with pollution but held onto hope for change. Isabella's drawing urged people not to litter, while Laura's artwork promoted cycling to reduce pollution. Each piece carries a strong message, proving that even the youngest voices can inspire action.

"Witnessing our children express their ideas and seeing their voices valued on such a global platform fills me with immense joy and pride," says Hoda El Naddaf, Reggio Director of Odyssey Nursery and author of the case study. "Children often communicate the most complex ideas in the simplest ways. It is our responsibility to provide them with a creative platform to express themselves from an early age, as this fosters a future generation that can think critically, solve problems creatively and approach challenges with empathy and innovation - skills that are essential for the future of humanity," she adds.

A BIG IMPACT

As part of this initiative, Odyssey children's artwork was showcased in 'The Voices of Children Virtual Gallery' alongside contributions from 1,000 children across seven countries. Their work was also exhibited at UCL East in London, giving them a well-deserved place on the global stage.

Through initiatives like this, Odyssey Nursery is proving that young children have the power to influence change. Their creativity, passion and insight serve as a reminder that a sustainable future starts with the voices of today's youngest generation. By embedding environmental awareness into early years education, the nursery is not just teaching kids about sustainability - it's inspiring them to become active participants in protecting our planet.



SEVEN TIPS FOR HOMEWORK SUCCESS

Here are some easy ways you can set your child up for better concentration when doing their homework.



Helping children focus on their homework isn't always easy - distractions are everywhere and the lockdown years are still impacting kids' ability to concentrate. This can be tough after a long school day when your little one still has homework to complete. But, with the right approach, you can definitely make homework time a smoother experience! Here are some simple and effective ideas to help your child stay engaged and confident while tackling their schoolwork.

A CALM SPACE

A dedicated study area makes all the difference. Try to find a quiet corner, free

from distractions like TV and mobile phones, where your son or daughter can settle in and focus. It's best to make sure their workspace is comfortable and stocked with everything they need - pens, paper, a ruler and even a favourite snack nearby for motivation.

A HOMEWORK RHYTHM

Kids thrive on routine and setting a consistent homework time each day can help them develop strong study habits. Some students work best straight after school, while others need a break first - experiment to find what works for your child and aim to stick with it!

BREAK IT DOWN

Big assignments can feel overwhelming, so a little help goes a long way! It's good to sit down together and break homework into smaller, bite-sized tasks. The Pomodoro technique - twenty-five minutes of focused work followed by a short break - is a great way to keep them engaged without feeling drained.

DITCH THE DISTRACTIONS

We can all agree that screens are one of the biggest culprits when it comes to losing focus. Where possible, keep phones and tablets out of reach, unless they're needed for research. If your little one is working on a computer, you could try website blockers to help keep their attention on the task at hand. Screens are tricky even for adults to regulate their use of, so it's very important to make sure you're setting firm boundaries for your child, as it's difficult for a young person to do all by themselves!

BRAIN BREAKS

Sitting still for too long might zap kids' energy levels, so encourage a couple of short breaks to reset their concentration. A quick stretch, a run around the garden or a snack can help them return to their work feeling refreshed and ready to go.

DON'T HOVER

It's tempting to stand over your son or daughter to make sure they're getting everything right, but too much involvement can make them anxious. Be available to answer questions, but also give them space to work independently and build their confidence.

DON'T FORGET PRAISE

Praise goes a long way in keeping kids motivated. Instead of just focusing on results, try to acknowledge their hard work and perseverance. Little rewards, like an extra story at bedtime or choosing the weekend movie, can also give them something to look forward to.

Helping children develop focus takes patience, but with encouragement and consistency, they'll gain the skills to tackle their homework with confidence - and maybe even enjoy it along the way!

STEM TOYS FOR RAMADAN

A novel way to help little ones use their logic, while connecting with Ramadan.



For many families, Ramadan is a time of reflection, spirituality and togetherness. For parents looking to engage their children in educational activities and traditions, finding the right balance can be tricky. Bimby, the Dubai-based toy company, is redefining playtime with STEM toys specifically for Ramadan - combining the joy of learning with the essence of the Holy month.

A UNIQUE GIFT

These toys are designed to inspire curiosity and creativity, offering hands-on experiences

that integrate traditional Ramadan elements with modern educational concepts. More than just fun, they also encourage children to explore, create and problem-solve, all while learning about important cultural practices.

Ramadan Lantern Craft Kit

Their Ramadan Lantern Craft Kit is perfect for children ages 5 and up. This DIY kit allows kids to build and decorate their own Ramadan lantern, a cherished symbol of the Holy month. By assembling

the lantern, children learn basic engineering principles like structure and design, which helps boost their problem-solving skills and fine motor development. The kit includes pre-cut wooden parts made from safe and sustainable materials, along with paints and a brush for some fun customisation. The joy doesn't stop there - each kit also comes with a bilingual Ramadan storybook, making the activity perfect for deepening their connection with the essence of the Holy month. Priced at AED 189, this lantern craft kit is a wonderful way to engage younger kids creatively while celebrating the traditions of Ramadan.

Ramadan Mosque Puzzle Kit

Another exciting offering from Bimby is the Ramadan Mosque Puzzle Kit, a 3D puzzle that invites children to build their own mosque model. But this kit isn't just about construction; it also serves as a Ramadan calendar, providing a meaningful way to countdown to Eid-al-Fitr. The puzzle helps children enhance their spatial awareness, and cognitive skills. As they assemble the mosque, they also learn about the process and structure, encouraging a deeper appreciation for architecture and design.

Priced at AED 239, the puzzle kit includes compartments where kids can place daily treats or inspirational quotes, giving them an interactive and enriching way to engage with Ramadan if they are too young too fast. Crafted from high-quality, child-safe wooden materials, it also comes with paints and a brush for decoration, allowing little ones to add their personal touch. To make the model even more special, the mosque is equipped with LED lights and the sound of the Adhan.

LEARNING AND CONNECTION

Bimby's STEM toys for Ramadan offer a delightful and meaningful way to celebrate the Holy month, while nurturing plenty of important skills too. By blending tradition with modern educational play, these toys help children build a deeper connection to their heritage, while piquing their interest in the world of science, technology, engineering and maths.

So, if you're looking for a way to help younger kids engage with Ramadan, consider one of Bimby's innovative STEM toys - a fun and educational way to celebrate and explore the traditions of the Holy month.

SCHOOL & FAMILY BREAKS



All that Ras Abrouq has
to offer this Ramadan,
and the wonders
of Greece's Costa
Navarino!





RAMADAN AT RAS ABROUQ

This Ramadan, reconnect with yourself and your family while you discover local traditions and cultural experiences on the shores of the Arabian Gulf.

Our Habitas Ras Abrouq is a soulful space nestled on the edge of the UNESCO-protected Al-Reem Biosphere Reserve, where desert meets the sea, just an hour's drive from the capital city of Doha. The luxury resort features awe-inspiring sunsets, an iconic infinity swimming pool, 41 spacious villas with large outdoor decks and private plunge pools, and e-bikes to explore. It is a home of creativity, a place that allows experiences for a deeper discovery of new destinations, culture, history, diverse nature and people.

Located in an untouched region of Qatar, the location celebrates the brand's core commitment to delivering 'Luxury for the Soul' through meaningful experiences, inspired by the core pillars of music, art and culture, wellness, adventure, food and learning.

ADVENTURE

There's no shortage of complimentary daily activities from restorative wellness to stargazing, as well as stand-up paddleboarding and glass bottom kayaking to explore the Arabian Sea's tranquil waters. Land adventures include guided mountain biking, hiking and desert explorations to learn about the land's history and discover its natural wonders.

WELLNESS

Sample a variety of experiences including daily yoga, desert meditation, breathwork and sound healing for mindful wellbeing. The wellness centre experience is curated based on themes of Movement, Culture, Inner Landscapes and Self Development with classes, workshops and lectures. Guests can partake in ancestral-centred spa treatments, such as The Pink Qatari Clay Heritage Ritual.

CULTURE

Centred around the rich tapestry of Qatari culture, Our Habitas Ras Abrouq welcomes you with an array of activities including hands-on Sadu weaving workshops, calligraphy classes, clay pottery and the art of handcrafted incense making. Located approximately 1km from Richard Serra's iconic sculpture, East Meets West, guests can visit this unique piece and immerse in the natural beauty of the surrounding white dunes with offsite tours and excursions.

RECONNECT THIS RAMADAN

Our Habitas Ras Abrouq has set the scene to gather, connect and focus on mindful and intentional moments this Ramadan season. This is a masterpiece of ancient Arabia, where Ramadan is the ideal time to visit.

A reflective, purposeful break during the holy month, begins with intention. Inclusive of a complimentary room upgrade and late checkout, the 'Arabian Escape Staycation' invites guests to disconnect from external pressures and achieve balance. Throughout your stay, Our Habitas highlights conscious mindfulness and inward exploration through meditation and restorative yoga - both experiential and traditional in nature. The stay includes a one-hour private family safari tour, where you and your loved ones can venture deep into the desert landscape, uncovering the land's rich history and exploring its stunning natural wonders.

You and your family are invited to break your fast at Qissa restaurant, beginning your Iftar and Suhoor dining experience. Enjoy an exclusive Iftar under the stars at the beachside tent, complete with traditional decorations, outdoor fires and a live oud player - the perfect setting this Ramadan.



COSTA NAVARINO: GREECE'S SECRET SUSTAINABLE DESTINATION

Costa Navarino, one of Greece's top sustainable destinations, has some beautiful offerings for the year ahead, perfect for families looking for a serene, luxurious and eco-friendly vacation.

Step into unspoiled beauty this summer in Costa Navarino, the sustainably driven destination, located in Messinia, southwest Peloponnese, Greece. Developed with the modern traveller in mind, there are four 5-star hotels, luxury private residences, four signature golf courses, over 40 dining venues, a multitude of authentic experiences, and leisure and sports facilities. Costa Navarino is a year-round location to relax as a family, as a couple or even as a solo traveller.

Costa Navarino is situated in one of the most breathtaking landscapes in the Mediterranean. Its philosophy is driven by a genuine desire to promote Messinia, while protecting and preserving not only its natural beauty but also a remarkable cultural heritage spanning 4,500 years. Nestled along the Ionian Sea, Costa Navarino offers a rare glimpse into an unspoiled side of Greece, where natural beauty and rich heritage blend seamlessly.

Surrounded by rolling olive groves, centuries-old vineyards, tranquil beaches and hiking trails, this Peloponnesian retreat welcomes you with its authentic charm and world-class hospitality. Defined by its stunning scenery, deep cultural roots and commitment to sustainability, Costa Navarino provides an immersive escape that combines luxury, nature and history in one of the Mediterranean's most captivating settings.

In this idyllic setting, you and your loved ones can choose from a range of offerings, including Greece's first ever W hotel, W Costa Navarino. Exclusively for adults and young adults aged 12 and up, this hotel offers swim-up rooms, private pool suites and stunning villas. Meanwhile, the ultra-luxurious Mandarin Oriental, Costa Navarino, has introduced two new villa types this season - the five-bedroom Royal Villa and a new three-bedroom Villa - perfect for larger groups.

A REVAMPED LOOK

The Westin Resort Costa Navarino, the ultimate family and sports destination, has reopened, unveiling a renewed look with redesigned accommodations, revitalized popular spaces and a brand-new lap pool. All rooms and family suites showcase fresh interiors, complete with new furniture, fabrics, fittings and lighting – blending Messinia's natural palette with a contemporary touch. This year, young guests can dive into endless fun at the revamped aqua park, while a vast array of watersports and outdoor adventures promises excitement for all ages.

A SOPHISTICATED HIDEAWAY

Designed as a pristine haven for adults and families seeking unparalleled service and authentic experiences, The Romanos, a Luxury Collection Resort welcomes guests from 9th April. You and your loved ones can look forward to a unique selection of beachfront villas and suites that ensure complete privacy and offer curated exclusive benefits tailored to each guest. This year, the resort introduces an enhanced programme with elevated cuisine options, wellness retreats, pop-up events with renowned brands and a new adults-only pool. Ideal!

A VIBRANT ESCAPE

W Costa Navarino also reopens on 9th April, inviting you and your family or friends to dive into truly exciting vacation. From live music events with renowned DJs or best-in-class

local musicians to art exhibitions, there's something for everyone. Culinary enthusiasts can look forward to the return of the 'Chefs on Fire' series, whilst the 'Ride the Wave' watersport sessions promise an adrenaline-fueled getaway. The wellness offerings are designed to help you switch off and re-energise, while the spacious two-bedroom and three-bedroom WOW villas will provide the perfect setting for friends and family getting together.

CULINARY JOURNEYS

Mandarin Oriental, Costa Navarino presents a blend of Greek hospitality and the brand's renowned Asian heritage. This season, the resort continues its exclusive 'Stirring Stars' events, featuring globally acclaimed Michelin-starred guest chefs, alongside exceptional culinary events. Complementing these, the resort will also host a series of events 'Masters in Motion', where renowned experts provide holistic experiences designed to nurture both body and spirit. How relaxing!

RESIDENTIAL OPPORTUNITIES

The residential community of Costa Navarino Residences continues to grow and welcomes owners to custom and turn-key villas that serve as gateways to unparalleled experiences. With only a few residences currently available, it is a

unique opportunity to own property set to this pristine Mediterranean backdrop. For the 2025 season, Costa Navarino expands its Villa Rentals Collection with entries including, for the first time, exclusive properties right at the beachfront. The collection features homes just steps from the beach or nestled among olive groves, allowing discerning travelers to immerse themselves in the Costa Navarino Residences homeowner lifestyle.

NAVARINO AGORA

Navarino Agora, a hub of gastronomy, shopping and cultural events showcasing both the region's heritage and international artists. A rich programme of events will encompass music and dance performances, film festivals, fashion events and more. Navarino Agora is home to more than 20 retail stores featuring Greek and international brands, as well as restaurants, street food, an open-air cinema and entertainment venues.

Costa Navarino is conveniently located 45 minutes from Kalamata International Airport or a scenic 3-hour drive from Athens, which is well-connected to the GCC with multiple direct flights under five hours all through the week. With something for everyone, Costa Navarino promises to be an unforgettable holiday destination this year!

For more information on Costa Navarino, visit www.costanavarino.com.



HOME & GARDEN



The secrets of a
stylish, yet family-
friendly living room!





CREATING THE PERFECT FAMILY LIVING ROOM

Many parents feel like they have to choose between style and function when it comes to their living space, but what if that wasn't the case?

The living room is the heart of family life - a space for movie marathons, board games, homework sessions and cosy evenings. But when you've got little ones (and possibly pets!) running around, designing a living room that balances style, comfort and practicality can feel like a challenge. The good news? With a few clever choices, you can create a space that works for everyone and still looks chic.

DURABLE, KID-FRIENDLY FABRICS

Let's face it - spills, sticky fingers and the occasional crayon masterpiece are inevitable when you have kids. That's why choosing the right materials is key. Stain-resistant fabrics like microfiber or treated cotton blends are lifesavers, while leather and faux leather sofas can be wiped clean in seconds. If you love light-coloured furniture but worry about mess, removable, machine-washable slipcovers are a great option. And when it comes to rugs, look for low-pile or washable designs that can handle heavy foot traffic.

SMART STORAGE

Toys, books and art supplies have a way of creeping into the living room - but with the right storage, they don't have to take over. Ottomans with hidden compartments, stylish storage baskets and modular shelving units are brilliant at helping keep clutter at bay, while still being accessible for little hands. Try a coffee table with built-in storage for stashing remotes, magazines and games, or a stylish media unit that hides away wires and consoles.

A LAYOUT THAT WORKS

A family-friendly living room should be designed for togetherness, so think about how your layout encourages interaction. A sectional sofa might create a cosy, all-together-now feel, whereas an open-plan layout allows



young kids to play nearby as parents relax. If space permits, you could consider a separate play area with a soft rug and a low table for arts and crafts. This way, kids have their own designated spot to play, but still feel included in family life.

A SOFT TOUCH

A warm, inviting living room isn't just about practicality - it should also feel like a place to unwind. Layering plenty of soft throws, cushions and floor cushions are guaranteed to add warmth and texture to your space, and also provide extra comfy seating for kids. If you have hard floors, a thick rug is perfect for creating a cosy spot for playtime, while blackout curtains can help make a snug, cinema-like atmosphere for family movie nights.

FAMILY-FRIENDLY DECORATION

It can seem like a challenge or a series of compromises, but it is possible to have a beautiful living room that still feels welcoming to kids. As an easy starting place, aim to stick to neutral tones for larger furniture pieces, and then add in your personality with fun accessories - think colourful cushions, patterned rugs or framed art. A gallery wall featuring family photos and children's paintings and drawings is another great way to personalise your room, while keeping it stylish. Wall-mounted shelves are also a handy trick as they allow you to display your decorative pieces, but make sure delicate items are safely out of reach at the same time.

GOOD FLOORING

Carpets feel soft underfoot but might be tricky to clean, so if you want a low-maintenance option, opt for hardwood, laminate or vinyl flooring. These are easier to wipe clean and can handle the wear and tear of family life. A large, machine-washable area rug is so good for softening up the space - and is still practical when it comes to spills and messes.

MULTI-FUNCTIONAL FURNITURE

With kids around, space often becomes a precious commodity. Multi-purpose furniture is a game-changer - think sofa beds for sleepovers, extendable dining tables for when guests visit or cube storage that doubles as extra seating. Nesting tables are another clever choice, as they can be stacked away when not in use, freeing up your family's floor space for playtime.

THE RIGHT LIGHT

Lighting can completely change the feel of your living room. A mix of overhead lighting, table lamps and floor lamps are usually a safe bet for evoking an inviting atmosphere. For families, dimmable lights or smart bulbs can be a wise option, allowing you to switch from bright lighting for homework time to soft, cosy lighting for winding down in the evening. Don't forget about natural light too! Sheer curtains or adjustable blinds help you make the most of daytime brightness while maintaining privacy.

BRINGING FAMILY TOGETHER

Ultimately, your living room should encourage plenty of relaxation and quality time together. If it works for you, maybe set up a cosy reading nook with a bookshelf and beanbags, or create a dedicated games corner with easy access to board games and puzzles. A 'tech-free' zone can be a brilliant way to encourage screen-free fun as a family, whether that's storytelling time or an impromptu dance-off - whatever you like!.

With the right mix of practicality and style, your living room can be a space where the whole family can relax, play and connect - without the stress. Bearing these tips and tricks in mind, you'll be able to create a room that not only looks beautiful, but also makes everyone feel right at home!

clevamama[®]
designed by mums for mums

Clevamama is an Irish brand that specializes in creating innovative and safe baby products to simplify the lives of parents. Their range of products includes baby bedding, feeding accessories, bath time essentials, and more, all designed with the aim of improving the well-being of both parents and babies.



INFANT PILLOW:

Clevamama's infant pillow is designed to provide the perfect level of support for a baby's head and neck. Made with ClevaFoam technology, the pillow is scientifically proven to reduce the pressure on a baby's head by up to 50%, helping to prevent Flat Head Syndrome. Its breathable and hypoallergenic material ensures a comfortable and safe sleep for babies.



POCKET SPRUNG MATTRESS

This mattress uses Clevafoam® technology to prevent Flat Head Syndrome, provide breathable comfort, and support growing babies with adaptive pocket springs. Hypoallergenic and toxin-free, it ensures a safe, supportive sleep environment.



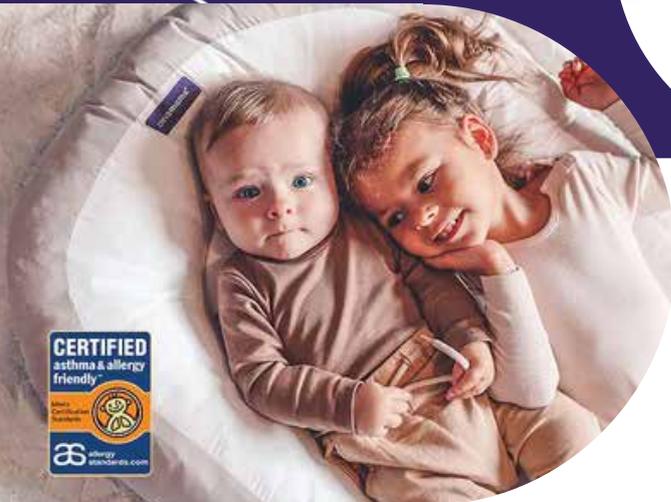
CLEVA PURE™ SALT LAMP:

The ClevaPure™ Salt Lamp is an award-winning product that serves as a Himalayan salt lamp, humidifier, and aromatherapy diffuser, providing a comforting and warm night light. It is particularly useful when your baby is congested, as the humidifying action of the lamp can help alleviate upper respiratory symptoms and promote restful sleep.



BAMBOO APRON & BABY BATH TOWEL:

The Clevamama Bamboo Apron Baby Bath Towel is an extra-large, super-soft towel that is suitable for newborns up to 4 years old. With its clever apron design, it can be worn around the neck to make bath time and baby swimming stress-free. The towel is made from sustainable bamboo, ensuring its softness and durability.



Clevamama's bedding products feature ClevaFoam® Technology, which is the only scientifically proven foam to reduce pressure on a baby's head by 50% and increase support by 80%. This innovative technology has been specifically engineered, designed, and manufactured for babies through extensive research and development at Trinity College in Dublin. Clevafoam® Technology provides vital support to a baby's rapidly growing body and developing joints. Its unique ability to contour to the baby's shape ensures optimal support and comfort while sleeping. Additionally, Clevafoam® Technology has been certified asthma & allergy friendly™, further adding to its appeal as a safe and hypoallergenic bedding option for babies.

WONDER BRANDS

Major retail partners of Wonder Brands include Mothercare, Babyshop, Momstore, Bumblebee, Five Little Ducks, Mumzworld, Amazon and Firstcry. As a thriving distribution company, it is committed to expanding its market presence throughout the MENA region and providing parents with a wide range of innovative baby products to support them on their parenting journey.

To learn more about the products, please visit the following websites:
www.clevamamma.com

For any sales inquiries, please reach out to us via email at sales@wonderbrandsfzc.com

GOOD LIVING



The Editor's gift guide for Eid; rejuvenating skincare picks and more!



LOOKING AFTER YOUR HAIR WHILE FASTING

Do you know how fasting affects your tresses and scalp? Here are some ideas for keeping your locks luscious.

Many women notice their hair reacts to fasting in unexpected ways - but don't worry! Here are some tips and tricks for keeping your scalp happy and your strands strong throughout the next number of weeks.

HOW FASTING IMPACTS HAIR

During Ramadan, the sudden shift in eating and drinking patterns can cause temporary changes to our locks. Some women notice their hair feeling drier because of reduced water intake, while others experience increased oil production as the scalp adjusts. The key to keeping your hair in balance is understanding what it needs and making small, nourishing adjustments.



Hydration boost

A lightweight, leave-in scalp serum will help combat dryness, especially if you're prone to an itchy or flaky scalp. Look for ingredients like aloe vera or hyaluronic acid to lock in that moisture!

INSIDE OUT

Your pre-dawn and iftar meals play a huge role in keeping your hair strong and resilient. Since fasting limits the window for nutrient intake, try to pack your meals with hair-loving vitamins and minerals.

Protein power

Hair is made of keratin (a protein), so make sure to include eggs, fish, chicken, lentils or nuts in your meals.

Iron and zinc boost

These important minerals support hair growth and prevent shedding - spinach, dates, and lean meats are really great sources.

Hydration, hydration, hydration

Your scalp (and skin!) will thank you for drinking enough water between iftar and

suhoor. Herbal teas and water-rich foods like cucumbers and watermelon can also help you feel well.

GETTING READY FOR EID

After a month of care and nourishment, it's time to let your hair shine for Eid-al-Fitr! A few simple steps can help your locks look their absolute best.

Deep conditioning

Treat your hair to a rich mask a few days before Eid for extra softness and shine.

A fresh trim

Even if you're not going for a major cut, dusting off dry ends can instantly make hair look healthier.

Heat-free styling

Give your hair a break from heat tools by opting for soft waves, braids, or a sleek bun - perfect for Eid celebrations!

Think of Ramadan as a little reset for your hair, just like it is for your body and mind. With a few simple tweaks, you'll keep your locks looking and feeling amazing all month long - and have them shining in time for your Eid celebrations.

SCALP DETOX: RAMADAN EDITION

Just as fasting helps your body eliminate toxins, this is the perfect time to give your scalp a detox, too. A healthy scalp is the foundation for strong, shiny hair, so why not embrace the opportunity for a little reset?

Oil treatments

A warm oil massage with coconut, argan or black seed oil before suhoor can nourish the scalp and stimulate circulation, encouraging lots of lovely, healthy hair growth.

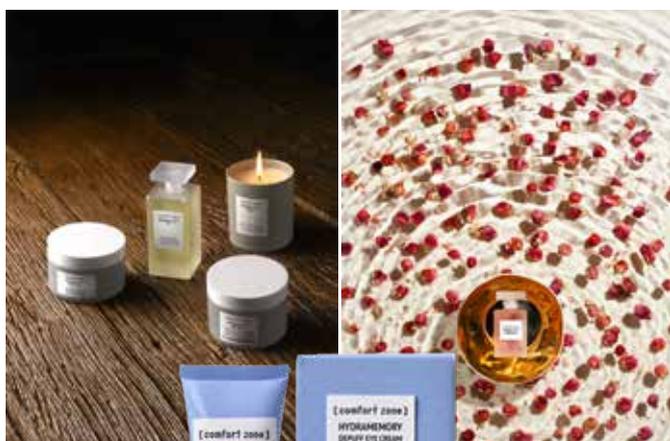
Scalp scrubs

A gentle exfoliating scrub once a week removes buildup from styling products and excess oil, keeping your scalp fresh and balanced. You might like to DIY one with sugar and olive oil for a natural, effective cleanse.





This month, I'm focusing on skincare that allows me to indulge in a little relaxation and rejuvenation!



I've chosen Comfort Zone as my top pick for March. I'm delighted to share this premium skincare brand with you as I absolutely love its holistic approach to wellness. It combines science and nature to offer luxurious, high-performance products that I think feel amazing! Designed to support both your beauty and your wellness, with a commitment to sustainability and quality, these gorgeous beauty must-haves nourish your skin, while giving you the gift of a tranquil ritual for your mind and body. Here are my favourite collections so far...

HYDRAMEMORY COLLECTION

Comfort Zone's Hydramemory collection is designed to replenish and hydrate dry skin, which could be ideal during a period of fasting. I find their Hydramemory Rich Sorbet Cream and Hydramemory Water Source Serum work really well together to lock in moisture and deliver lasting hydration, keeping your skin plump, smooth and refreshed. For the delicate eye area, I like the Hydramemory Depuff Eye Cream, which reduces puffiness and dark circles - while the Hydramemory Hydra Plump Mask delivers an instant moisture boost to your complexion, leaving your skin soft, dewy and revitalised.

TRANQUILLITY BLEND

This month involves deeper contemplation and mindfulness. With that in mind, why not bring that into your beauty routine with the Comfort Zone Tranquillity Blend. Infused with a luxurious combination of essential oils, including sweet orange, cedarwood and damask rose, this soothing collection creates a sense of calm and inner harmony. The range features the Tranquillity Shower Cream, Tranquillity Body Cream, and Tranquillity Oil, making it the perfect self-care ritual or even a thoughtful gift for your loved ones during this reflective season.

SUBLIME SKIN COLLECTION

For skin that needs firming and rejuvenation, Comfort Zone's Sublime Skin collection offers you a complete anti-aging routine. The Sublime Skin Intensive Serum works hard to restore your skin's density and reduce any unwanted fine lines. For an extra boost, the Sublime Skin Lift Mask gives a wonderfully immediate firming effect. Lastly, the Sublime Skin Eye Cream and Sublime Skin Eye Patch help to reduce puffiness and smooth out under the eyes, giving you a lifted and youthful look.

BODY CARE

For body care, the Body Strategist collection offers two targeted treatments - the 28-Day Tone Kit and the 28-Day Cellulite Kit. These kits are designed to tone, smooth and firm your skin with consistent use, helping to reduce the appearance of cellulite and create a more sculpted body contour.

Shop Comfort Zone's luxurious skincare essentials at www.eideal.com.

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EID GIFT GUIDE

To make things easier this festive season, I've put together my three personal recommendations for a thoughtful gift to treat your loved ones to...or even yourself!



HAIRCARE INDULGENCE WITH VATIKA

This Eid, elevate your gifting game with the Vatika 'Self-Care Box' - a luxurious blend of beauty, indulgence and relaxation. Designed to pamper your loved ones, the self-care box can be fully customised with your choice of Vatika's natural hair care products. Whether it's a rejuvenating at-home spa treatment, or a boost of nourishment and shine, this thoughtful gift is tailored to cater to every haircare need. Packed with natural ingredients, these products are designed to keep your scalp and hair hydrated and perfectly silky. A curated gift that embodies the essence of ritual, I think this is perfect for showing how much you care this month.

Vatika products are available at all supermarkets across the UAE.



A CHIC CELEBRATION CAPSULE FROM COS

To mark the Holy month and to celebrate Eid al-Fitr, London-based fashion brand COS has introduced a limited-edition seasonal capsule. The collection is perfectly crafted for time spent with your nearest and dearest, elevating your everyday looks with eye-catching, relaxed styles. On the other hand, the collection's gorgeous occasion wear looks are an ideal way to set the tone for your upcoming Eid al-Fitr celebrations.

The palette of this exclusive capsule is defined by a contemporary blend of neutrals, accented with fresh pops of dusky blue and red. Meticulous craftsmanship is obvious in every detail, from thoughtful pleating and exaggerated sleeves, to draped layers

that create elegant, dynamic silhouettes. Sculptural volumes and hints of vibrant colour honour the joy of time spent with your nearest and dearest this Ramadan.

Refined elegance is what underpins the Eid al-Fitr edit, from contemporary tailoring and voluminous dresses. I particularly love their steel-blue silk set and their soft yellow organic linen suit which would add a sense of sophistication to any celebration! The collection has lots on offer that would make a lovely gift for someone close to you this Eid-al-Fitr.

Visit <https://ae.cosstores.com/en/shop-ramadan-collection> for more details.

SOMETHING SWEET WITH MARGAUX PASTRY BOUTIQUE

This month, Margaux Pastry Boutique is offering gorgeous hampers that beautifully blend French refinement with Arabic heritage. These would make a lovely gift for someone special, and are expertly crafted by Executive Pastry Chef Alexandre Dufeu and his talented team.

The exquisite two-tier hampers are priced at AED 490 and feature a top drawer curated by Chef Alexandre, filled with seven artisanal chocolate bars with flavoured caramels, a classic vanilla Gâteau de Savoie, rose-honey and saffron jams and chocolate-coated nuts. The bottom drawer, curated by Pastry Chef Dimitri Esposito, showcases beloved Arabic favourites, including a pistachio and rose water knafeh centrepiece and fifteen artisan pralines infused with



tahini, za'atar and hazelnuts. How delicious does that sound?!

For more intimate occasions, single gift boxes are also available, featuring five artisanal chocolate bars with various caramels, and eight tahini and za'atar-infused pralines. These are priced at AED 145 and would be a sweet gesture for a loved one this Eid-al-Fitr.

Go to www.margauxpastryboutique.com to place your order.

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