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Mother, Baby & Child

**SELF-CARE IDEAS
FOR MUMS**

**THE SCIENCE BEHIND
TODDLER TANTRUMS**

**TOP TIPS FOR EXAM
SUCCESS**

**THE BABY EXPO:
WHAT TO EXPECT**

**ENCOURAGING A
RELUCTANT READER**

DON'T MISS

**THE MOTHER,
BABY & CHILD
AWARDS 2025!**



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Less Prep Time More Playtime!



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EDITOR'S LETTER

Hello Mum!

Mark your calendars this month for The Baby Expo Dubai! The region's largest maternity, baby and toddler event returns for its second edition on May 16-17th, at Dubai World Trade Centre. A must-visit for parents, parents-to-be and anyone passionate about the world of baby care, you can expect expert speakers, hands-on workshops and a chance to discover the latest and greatest in family-focused brands. Read all about it on page 38 - it's one not to miss!



I'm especially excited to highlight our very own Mother, Baby & Child Awards, which will be taking place in collaboration with The Baby Expo at The Ritz Carlton DIFC on May 16th. Our Gala Dinner promises to be a brilliant evening of networking and entertainment, where we will celebrate the exceptional products, brands, services and retailers championing your best interests in the maternity, baby and children's industry! Flip to page 59 for more details.

As we head into the final stretch of the school year, many families find themselves juggling revision schedules, activities and the excitement of the summer ahead. It's a busy time! The academic pressure can rise in May, so we've put together some straightforward tips on page 41 for helping your child feel confident and prepared for their summer tests - without the pressure overwhelming them (or you!).

On page 54, you'll find some brilliant advice on creating a calm home environment - something that feels more important than ever as the end-of-year exams approach. Small changes can make a big difference and with a few thoughtful tweaks, you can create a family space that feels more peaceful, grounding and supportive for everyone.

I'd love to draw your attention towards our article on gut health in children, which you'll find on page 18. We often hear about the importance of gut health for adults, but did you know that it's just as vital for little ones too? It impacts everything, from immunity to mood, and this piece is packed with practical ways to support your child's digestion.

For those navigating the toddler years, we're tackling one of the trickiest topics of all - tantrums. Turn to page 34 for tried-and-tested ways to handle your toddler meltdowns with confidence, helping you stay connected while guiding your little one through their big emotions.

Over on page 64, you'll find my latest round-up of beauty picks - I'm spotlighting clean beauty essentials you'll want in your makeup bag, a powerful eczema cream for little ones and the groundbreaking skincare brand that's just landed in the UAE!

There's so much to explore inside this issue, and you know by now that I don't like to spill all my tea here. Instead, I'll leave you to discover the magazine for yourself!

Take care and happy reading!

Ella

Editor

Mother, Baby & Child Magazine

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Editor's — PICK —

BOLD LOOKS WITH JUNIOR COUTURE

I'm loving the sunshine and style of Junior Couture's new collection. Perfect for fashion-forward kids who love to dress up, you'll love perusing their pieces from all your favourite brands.

Babies

For little ones, choose from lightweight, breathable fabrics, with gentle textures perfect for sensitive skin. From pastel-toned onesies to sweet summer rompers, Junior Couture offers adorable styles crafted with quality, softness and love.

Girls

The SS25 girls' collection is all about light fabrics, bold colours and whimsical details. Think tiered dresses in vibrant hues, embroidered cotton sets, and fluttery silhouettes that are perfect for twirling into summer. From beach days to birthday parties,

Junior Couture offers statement styles from designer favourites!

Boys

Whether you like crisp linen shirts, soft tailored shorts or sporty polos, Junior Couture's boys' edit channels effortless sophistication. With relaxed shapes and playful prints, your son will be able to dress smart without compromising on comfort.

No matter your style or the occasion, Junior Couture's latest collection offers something for everyone this season.

Visit Junior Couture's boutique on Sheikh Zayed Road, Dubai, or shop online at <https://www.juniorcouture.ae/en>.



TWISTSHAKE

Scandinavian design with a twist

Rinser

Bathtub

TWISTSHAKE

TWISTSHAKE

Bath stand



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ENJOY FAMILY BRUNCH AT CAFÉ DE PALMA

I'm super excited to announce that CAFÉ de PALMA has launched their family brunch, running from 12 pm to 4 pm on Saturdays and Sundays.

Located at Dubai Creek Harbour, CAFÉ de PALMA brings people together over great food, scenic views and a family-first atmosphere. With a global menu crafted from quality, organic ingredients, this modern all-day café is a go-to destination for families who love healthy, flavourful dining in a relaxed and beautifully designed space.

Priced from AED 300 for adults and AED 175 for little ones, it promises to be a great time! Your family can look forward to fun brunch concepts, a dedicated kids' menu and a line-up of interactive entertainment - from live violin and creative workshops, to themed shows and hands-on play zones. So, head down to CAFÉ de PALMA for good food, good vibes and great memories!

For reservations, call Dubai Creek Harbour at +971 52 709 8471.

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THINGS TO DO



A Thai-inspired dinner for
all the family; the unmissable
camp for teenage football
fans; fantastic spa offers
and more!





STEP INTO STRENGTH AND SERENITY AT PLUME

Ladies, if you're looking to elevate your fitness journey, meet your new sanctuary - Plume Studio. Nestled in the heart of Jumeirah 2, this women-only haven beautifully blends movement, mindfulness and luxury. Step inside and discover a collection of thoughtfully curated classes designed to help you breathe, reform and elevate your everyday routine.

If you're new to the studio, why not treat yourself to EMS and Jump Board sessions? These targeted one-on-one workouts combine cutting-edge tech with low-impact cardio to strengthen and tone your muscles quickly and effectively. If you prefer a group setting, Plume's Reformer Pilates classes, like Full Body or Glutes Sculpting, offer a powerful yet graceful full-body workout. Maybe you'd prefer to float effortlessly into Aerial Yoga, where silk hammocks support deeper stretches and enhanced core stability, or

ramp up the energy with a PowerMat session - a dynamic, cardio-infused take on classic Pilates. And for those who adore the elegance of movement, Barre classes fuse ballet, strength and Pilates to improve your posture and give you amazing muscle definition.

Post-class, the wellness experience doesn't end! Recharge in their serene sauna or plunge into an invigorating ice bath for the ultimate restoration session. Plume is more than a studio, it's a luxurious space crafted to empower, strengthen and inspire women at every stage of life.

Location: 440A Al Wasl, Jumeirah 2, Dubai

Timings: Mon - Fri from 7 am to 9 pm; Sat - Sun from 8 am to 3 pm

For more information, visit www.theplumestudio.com



RELAX AND REJUVENATE AT CALM SPA & SALON

If blissful beach days and pampering spa treatments sound like your ideal escape, Calm Spa & Salon at JA Palm Tree Court is calling your name. This oceanfront sanctuary offers wellness seekers several irresistible ways to unwind and recharge.

Wellness Day Package

You could start with their indulgent 'Wellness Day Package', available daily from 8 am to 4 pm. For AED 750 per person, you'll enjoy a welcome footbath ritual, a 90-minute JA Signature Massage, a three-course lunch at Signature Lounge, full access to the pools and private beach, and a 20% discount on extra food, beverages and spa treatments on the same day.

Wednesday Special

Wednesdays are even more tempting with their 'Wednesday Special' - a fabulous 30% off all spa treatments between 10 am and 3 pm (excluding salon services). Or, if you're craving a midweek pick-me-up, book a 60-minute massage from Monday to Friday and enjoy an additional half an hour for free during their 'Early Treat' promotion, also available from 10 am to 3 pm.

Whether you're looking for an all-day wellness retreat or just a quick moment of self-care, Calm Spa & Salon wraps you in luxury at every turn. Relaxation is just a booking away - and honestly, you deserve it.

For bookings and more information, call +971 4 814 5555 or email thespa@jaresorts.com.

SWING INTO SUMMER AT LAKE VIEW HOTEL



Golf lovers and sun seekers, get ready to pay a visit to JA The Resort's stunning Lake View Hotel. Their Summer Swing Package is back, offering an unbeatable way to stay active and relaxed, from June 1st to September 30th.

Tee off with unlimited rounds on the lush 9-hole, par-35 championship-standard course - perfect for players of all levels. But the fun doesn't stop there. This package also includes full access to JA's sparkling pools and private beach, making it ideal for a full day (or several!) of sunshine and leisure for the whole family. A complimentary golf lesson and a fitness assessment are also included to help you refine your game and boost your fitness journey.

For those looking to relax and refuel, you can also enjoy a 25% saving on dining and spa experiences. With world-class facilities, vibrant beachfront vibes and first-class hospitality, it's the ultimate way to make the most of the UAE's sunny days.

Prices are AED 4,250 per individual or AED 7,500 per couple - a value-packed investment in both your game and your wellness. Whether you're aiming for that perfect swing or simply soaking in the summer vibes, JA Lake View delivers a season of endless fun.

For more details and bookings, email golf.teetimes@jaresorts.com.

CLYMB HIGH AT ABU DHABI'S LADIES NIGHT

Adventure-seeking ladies, your perfect evening awaits! CLYMB™ Yas Island, Abu Dhabi's record-breaking indoor adventure hub, is bringing back its exhilarating Ladies Night, and it's better than ever.

On select Thursdays (May 15th and 29th, with more dates to come), from 5-10 pm, enjoy a private, female-only environment where you can truly unleash your inner daredevil. Soar in the world's largest indoor skydiving flight chamber, tackle three dynamic climbing walls during a 60-minute session, or combine both for the ultimate adrenaline rush.

All-female atmosphere

Whether you're a first-timer looking to break barriers or an adrenaline lover seeking your next challenge, CLYMB's supportive all-female team will guide you every step of the way. It's the perfect chance to bond with friends, build confidence and create unforgettable memories.

Designed for complete privacy and maximum fun, Ladies Night offers a vibrant and empowering atmosphere like no other. Ready to take your social life to new heights? CLYMB Ladies Night might just become your new favourite tradition.

For bookings and more information, visit www.clymbabudhabi.com.



A TASTE OF THAILAND WITH SAFFRON NIGHTS



If your family loves culinary adventure, consider setting your sights on Saffron Nights at Banyan Tree, for a limited-time dining experience guaranteed to transport your taste buds straight to Thailand.

Every Friday to Sunday from 6:30 pm to 10:30 pm, Banyan Tree's serene Tranquillity Deck transforms into an intimate Thai culinary destination. Here, you and your loved ones can savour an exquisite Discovery Sharing Menu, priced at AED 420 per person and brimming with authentic flavours. The à la carte menu is also available, offering vibrant Thai classics that are sure to impress.

This exclusive event is delightfully intimate, with seating capped at just 30 guests each evening and a maximum table size of eight - perfect for a cosy dinner under the stars as a family! Each bite is a celebration of Thailand's rich culinary heritage, from aromatic curries to perfectly balanced sweet-and-spicy dishes.

Set against the backdrop of the peaceful poolside deck, with attentive service and stylish surroundings, this experience brings a refreshing new dimension to Dubai's dining scene. Advance reservations are highly recommended. After all, something this special doesn't stay a secret for long!

For bookings, email guestservice-dubai@banyantree.com or call +971 4 556 6466.

DON'T MISS THE MANCHESTER CITY SUMMER CAMP!

Is your teen football fanatic ready for the experience of a lifetime? ES Dubai has teamed up with Manchester City Football School to bring an exclusive Summer Football Camp to Abu Dhabi, and it's shaping up to be a real game changer.

Kicking off on June 29th, this intensive program welcomes budding footballers aged 13 to 17 for world-class training and technical development. Held at the elite Active Al Maryah Sports Complex, participants will train under the expert guidance of UEFA-qualified coaches, using Manchester City's signature style - dynamic, technical and tactical.

Day and overnight packages

Choose between two packages - the International Program (including accommodation, meals and excursions for a full 7-day, 6-night experience) or the UAE Resident Program (5 action-packed days without overnight stay, perfect for local families).

Plus, every player will take home an exclusive Manchester City Football School kit, a personal evaluation report and



unforgettable memories - from both on and off the pitch. With places limited, this is the ultimate opportunity for young athletes to train like pros and step closer to their dreams. Applications are now open!

For more information, visit escamps.com/manchester-city-and-es-camps.

WELLBEING



Why children's digestive health matters; seasonal superfoods to embrace; how to manage kids' sleep struggles and more!



A woman with dark hair in a bun and bangs, wearing beige pajamas, is sitting on a bed with white linens. She is smiling and applying a white cream to her cheek with her finger. In her other hand, she holds a small jar of cream. In the foreground, a wooden tray holds a green bottle, a green bar of soap, and a wooden brush. The background is a plain, light-colored wall.

THE IMPORTANCE OF SELF-CARE FOR MUMS

Putting yourself first is not the habit of most mothers, but here's why it's time to pour some love back into yourself.



Being a mum is possibly the most exciting time of your life, yet it's not without its challenges. If it's your first time, you might have certain expectations of how you're going to manage everything but this isn't always the reality. Particularly these days with social media, the standards expected of mums often do more harm than good. It's so important to prioritise yourself when you can and practice self-care.

WHAT IS SELF-CARE?

Self-care is somewhat of an overused phrase online, to the degree that it can be difficult to remember what it's all about. There's even pressure from influencers to make lots of time for self-care, to have the perfect morning routine and to never slip up.

So first and foremost, let's acknowledge that constantly chasing the perfect self-care protocol might actually be stressful and get in the way of what matters most - taking care of yourself. Self-care isn't always morning runs, Pilates class and journalling. Sometimes it's eating a whole tub of ice-cream and watching your favourite movie for the hundredth time.

With that being said, the fundamentals of self-care centre around carving out time to do things that will help you to rest and recharge. The majority of these are practices that act as building blocks for your happiness and resilience. When we put off opportunities to check in with ourselves, stress and overwhelm can take hold. By taking care of yourself regularly, you'll be better able to handle whatever life brings your way!

FINDING THE TIME

Finding time for anything is a huge challenge for most mums. With a jam-packed schedule, full of everything from caring for your little ones and running the household, to maintaining a work life and social connections - it's a lot! Self-care often gets bumped down the list of priorities, or disregarded completely because it seems that there simply isn't time for it.

But self-care can be a lot more straightforward and manageable. Nearly everyone can find a few ten to fifteen minute blocks throughout the day. Perhaps you could

ask your partner to mind the children for a while, or you cancel a plan that you didn't really want to do anyway. Snatching a few minutes like this to read your book or to sit and have a quiet cup of coffee brings a little bliss into a chaotic day.

MAKING IT YOUR OWN

Self-care is as unique as you are. What works for a celebrity, an influencer, or even your friend may not be the best choice for you. So the first step in self-care is figuring out what it looks like in your life. If you're a movie buff who doesn't really like reading, then you don't have to drag yourself through books you have no interest in. Self-care for you can be engaging in whatever it is that brings you joy. However, there are a few basics that will help you regardless of what your preferences are.

Sleep

Sleep really is the best medicine but as a mother, it can feel impossible to get enough. The magic number of eight hours

Steps to Care for Your Baby's Sensitive Skin

△
Fragrance Free
▽



✓ Diaper Rash
Protection



✓ Moisturisation



✓ Cleansing



is recommended by experts for a reason. Sometimes it's worth putting off other self-care practices to get an early night and catch up on your sleep. If you struggle to fall asleep or stay asleep, consider investing in a few items to help you out.

A sleep mask will give you that pitch black sensation and keep the pesky light out. Opt for a silk one so that it's gentle on your skin. In order to keep out any noise, try out some earplugs. Put your significant other on night duty, block out the sounds of the home and drift off into sweet, silent sleep.

Nutrition

Treats are often a very accessible form of self-care - and that's allowed! Aside from that though, we know that if you eat well, you feel well. So if you can try to have a clean and nourishing diet the majority of the time, you will feel healthier, happier and more able for the challenges of motherhood.

Exercise

Exercising for self-care doesn't have to be setting a new personal best deadlift in the gym (unless that's your thing!) A daily walk around your neighbourhood or some gentle yoga is enough to move your body, get your blood flowing and mind your mind.

Emotional wellbeing

For some people, the best way to look after their emotional health is to go for dinner with friends, or to let off some steam in a gym. For others, it's a regular therapy appointment or a journalling practice. If you're not sure what works for you, check in with yourself and don't be afraid to try something new.

Disconnect

When it comes to self-care, less is often more. We can get so caught up in optimising our

routines, and doing everything that society expects of us, that it can be completely draining. Disconnecting from it all is a powerful solution. Put your phone on airplane mode and spend some time just being still. It might be uncomfortable at first but eventually you will settle. Use these moments to allow your mind to wander and to catch your breath. There is no right or wrong and there are no expectations or desired outcomes. Sometimes the best thing we can do for ourselves is to press pause.

SELF-CARE KIT

One hurdle that lots of mothers fall at is figuring out how best to care for themselves when they do find a few spare minutes. By the time they've decided to do something, life comes calling and the time is up. One great solution for busy mums is to put together a self-care kit. This takes the form of a bag or a box that contains some items that bring you joy and enable you to feel restored. Again, what you choose to put in your self-care kit is totally personal. It might be your latest page turner, a pair of noise-cancelling headphones and some lovely skincare products to pamper yourself with. So next time the baby is asleep and you might be able to squeeze in some time to look after yourself, your handy self-care kit will make it much more accessible.

TAKE A BREAK

With the demands of everyday life never far away, it might be time to consider a little getaway. If you can get some members of your family to mind your children, jetting off for a couple of days can be exactly what you need to feel more yourself. A few days of uninterrupted 'you time', whether alone or with your partner, should be a guilt-free endeavor. A vacation, or even just a staycation, can help reinvigorate you, fill up your cup and prepare you to re-enter your busy life, empowered as the best version of yourself!

All of this talk about self-care can seem so far from reality but it's more necessary than ever. Every so often you need to put yourself first. And the reason you're doing so is so that you can show up for your family. Your needs are just as important and without your hard work, none of the great things about your family would be possible. So next time you're hesitating about taking some time for self-care, or feel a little embarrassed for needing it, remember that you deserve this just as much as anyone.

Paediatric Centre of Excellence

Circle Care Clinic is the healthcare provider most trusted by families in Dubai, specializing in paediatrics, orthopaedics, allergy, endocrinology, dermatology, ENT and family health.

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Radiographer



WHY GUT HEALTH MATTERS IN YOUNG KIDS

We often hear about the importance of gut health for adults, but did you know that it's just as vital for our little ones too?



Gut health might not be the first thing you think about when you picture your child's overall health, but it actually deserves a prime spot on your radar. In fact, the early years are a critical time for setting the foundations of a healthy gut, with lifelong benefits for physical, emotional and even cognitive wellbeing. Let's walk through why gut health matters so much for young children, the signs to look out for and, most importantly, how you can support your little one's digestive health in simple and sustainable ways.

WHAT IS GUT HEALTH?

When we talk about "gut health", we're mainly referring to the balance and function of the trillions of microbes (such as bacteria and fungi) living in the digestive tract. This collection is often called the gut microbiome and it's absolutely buzzing with activity, even in little bodies.

A healthy gut microbiome plays a major role in digestion and nutrient absorption, but that's just the beginning. It also

supports the immune system, influences mood and behaviour, and even affects brain development. In fact, around 70% of the immune system lives in the gut, which shows just how essential it is for your child's overall resilience and wellbeing.

IMPORTANCE IN EARLY LIFE

In early childhood, the gut microbiome is still developing and is particularly sensitive to environmental factors like diet, stress and medications. This window of opportunity means that what happens in these first few years can shape your child's health for decades to come.

A well-balanced gut microbiome has been linked to fewer allergies, better weight management, improved emotional regulation and even a lower risk of conditions like asthma or eczema. On the flip side, if gut health is compromised, it may lead to digestive issues like constipation, weakened immunity and even mood difficulties such as anxiety.

Supporting gut health early gives your child a robust foundation that can help them thrive both physically and emotionally as they grow.

SIGNS OF AN ISSUE

Our children's bodies are brilliant at sending signals when something's not quite right. Some of the common signs that gut health might need a little extra attention include:

- Frequent tummy aches or bloating
- Irregular bowel movements, such as constipation or diarrhoea
- Skin issues like eczema or frequent rashes
- Recurring colds and infections
- Mood swings, irritability or difficulty concentrating
- Food intolerances or allergies

Of course, these symptoms can also have other causes, but keeping gut health in mind when you notice them is a wise step.

HOW TO HELP

The good news is that there's so much you can do at home to support your little one's gut health. Small, consistent habits often make the biggest difference over time.

Focus on fibre

Fibre is one of the best fuels for the friendly bacteria living in the gut. Make sure your child's meals are rich in natural sources of fibre like fruits, vegetables, whole grains, beans and lentils. Aim for a colourful plate - the more variety, the better. For younger kids, simple swaps can help, like choosing whole grain bread over white, or offering berries as a snack instead of processed sweets.

Fermented foods

Fermented foods naturally contain probiotics, which are beneficial bacteria that help balance the gut microbiome. You could try introducing small amounts of child-friendly fermented foods like yoghurt (with live cultures), kefir or even a little bit of sauerkraut mixed into meals. Start small and let them get used to the new tastes.

Watch the sugar

We all know sugar isn't the best for kids. But did you realise that too much sugar can feed the 'bad' bacteria in the gut and cause imbalances? It's best to keep sugary treats as occasional rather than everyday foods. Naturally sweet foods like fresh fruit are perfect for satisfying little sweet cravings without disrupting gut balance.

Play outdoors

Strangely, playing outside in natural environments can actually support your little one's gut health. Exposure to different bacteria found in soil, plants and even pets may help diversify your child's microbiome in a positive way. So there's even more reason to head to the park, dig in the garden or enjoy a countryside ramble.

Antibiotics

Antibiotics can be lifesaving when needed, but they do not discriminate between harmful and helpful bacteria. If your child needs antibiotics, it's wise to support their gut during and after the course by focusing on fibre, fermented foods and possibly incorporating a child-specific probiotic supplement, under the advice of your healthcare provider.

Sleep and stress

We sometimes forget that sleep and stress levels impact gut health too. Therefore, a well-rested, happy child is likely to have a healthier gut. As a parent, try to maintain regular sleep routines for your son or daughter, and support your child through their worries and fears in calm, reassuring ways. Deep breathing, cuddles and plenty of downtime can all help!

PATIENCE IS KEY

Building gut health is a long game, not a sprint. If you're introducing new foods or habits, go slowly and celebrate small wins. Some children may need a little extra encouragement to try foods like yoghurt or beans, but persistence pays off.

Creating a positive food environment - where trying new things is praised and there's no pressure to finish everything - goes a long way towards raising adventurous and gut-friendly eaters.

EXTRA HELP

If your child has ongoing digestive issues, food allergies, poor growth or a history of antibiotic use, it's a good idea to speak with your doctor or a paediatric dietitian. They can offer tailored advice, and in some cases recommend probiotics or specific dietary adjustments.

HEALTHY GUT, HEALTHY FUTURE

Gut health is a powerful, yet often overlooked part of early development. By paying attention to your child's digestion now, you're giving them a brilliant start towards a future filled with emotional wellbeing and good health.

The best part? It doesn't require fancy products or overwhelming changes. Just a little love, attention and some delicious, nourishing foods - because when our little ones' tummies are happy, the rest of them is too!



MOTHERHOOD, BLAURA AND COMMUNITY CARE: AN INTERVIEW WITH SAHAR ZARRINGHALAM

Blaura, the Title Sponsor of The Baby Expo 2025, supports women through every stage of motherhood. This month, we sat down with its founder, Sahar Zarringhalam, to learn more..



Hi Sahar, thank you very much for talking to us today, it's lovely to get this opportunity to chat to you! Let's start at the beginning - what is Blaura and what inspired you to start it?

Blaura is a specially curated wellness centre for women, a safe sanctuary for children and mothers at every stage of life. I was inspired by my own transition into motherhood and the lack of spaces that truly understood and supported the emotional, physical and practical

needs of mums. Blaura was born out of the desire to fill that missing gap, to build a space where women can feel seen, heard, supported and empowered, all while knowing their little ones are in safe and nurturing hands.

Can you tell us more about what Blaura offers?

Blaura offers a holistic range of services under one roof. Fitness studios, wellness treatments, spa and salon services, expert-led classes and

workshops and a nurturing kids' program called 'Growing Blauras'. Every offering is curated to support the unique rhythm of individual women's lives, from fertility to postpartum and beyond.

'Growing Blauras' is designed to support the developmental, emotional and physical needs of children through a carefully curated mix of therapies and play-based learning. We focus on cognitive and play therapy, incorporating sensory and emotional intelligence activities that help kids process and express their emotions. We also offer imaginative play, acro-gym sessions, aquatics and ballet classes - each developed to support their wellbeing, balance, flexibility and anatomical development. It's about nurturing every child's growth in the most holistic way, while giving mothers the time and space to invest in their own wellbeing.

What kind of impact do you hope Blaura will have on mothers in Dubai?

Our goal is to be the go-to place for women seeking balance. I hope Blaura reminds every mum that taking care of yourself is not a luxury, it's a necessity. I want women to walk through our doors and feel like they belong, like they are a part of something greater, a community that uplifts them, celebrates their journey and provides the tools they need to thrive.

Can you walk us through The Blaura Method - how does it actually work?

The Blaura Method is our signature movement and wellness program, developed in collaboration with expert fitness and movement specialists. It is designed to support women through pregnancy, postpartum recovery and other life transitions. The Blaura method focuses on core strength,



pelvic floor health, posture, breathwork and emotional connection to the body. It's not just about fitness, it's about deeply understanding how a woman's body changes - guiding you with safe, nurturing methods to balance yourself and get back on your feet.

What sets Blaura apart in your opinion?

Blaura is not just a wellness centre, a day care or a spa. It's a harmony of all those things, created specifically with women and mothers in mind. We have reimagined what it means to take care of yourself. Our difference is in the details, from hormone balancing menus in our café, to wellness treatments that support your menstrual cycle, or our emotionally designed sensory playgrounds and structured cognitive development programmes for children. Every corner of Blaura has been carefully thought out to reflect our commitment to holistic care. We don't just offer services, we offer transformations.

Has your vision for Blaura changed or grown since you began?

Absolutely, it has evolved beautifully. What started as a vision for a wellness space has grown into a movement. The women I've had the pleasure of meeting along the way and the individual stories I've heard have all helped to shape Blaura into something far bigger than I ever imagined. It's become a platform for education, connection and empowerment, and my dream now is to expand that impact far beyond our walls, by opening centres throughout the region.

On that note, what's next for Blaura - any upcoming launches, expansions or goals you're excited about?

We're incredibly excited to be the Title Sponsor of The Baby Expo 2025, a decision that reflects our commitment to championing motherhood, maternal wellness and family first innovation in the region. It's an opportunity to amplify our mission and introduce more women to the holistic support that Blaura has to offer.

Beyond that, we're preparing for the official launch of our flagship centre at the end of this summer, which will bring our full ecosystem to life. We have our own wellness programs and studio classes, including 'The Blaura Method', sensory playgrounds, a spa and

the 'Growing Blauras' structured programs. We're also launching our loyalty membership program and building exclusive collaborations with top experts in maternal wellness, child development and holistic beauty.

If you could give one piece of advice to a new mum just starting out on her motherhood journey, what would it be?

Step into motherhood knowing that you already have everything it takes to be an amazing mum. Your instincts are powerful, your strength is unmatched and your journey is uniquely yours. Ask for support when you need it, not because you are not capable, but because you deserve to be held and supported too. Surround yourself with women who lift you higher, celebrate every win no matter how small and give yourself permission to grow alongside your child. You are not just raising a little human, you are becoming more of yourself. Trust that. Honour that. And never forget you are doing it so beautifully.

Sahar, the concept of Blaura sounds unique and exciting. We are looking forward to the opening of the centre at the end of this summer and wish you much success! Thank you so much for sharing this exciting journey and speaking with us!

FIVE SEASONAL SUPERFOODS TO EMBRACE

Here are five seasonal superfoods that are perfect for supporting your child's health as we head into summer.



As temperatures start to rise and the summer months approach, it becomes more important to keep little ones healthy and energised. Hotter weather often involves more time indoors and a greater need to stay hydrated and nourished. Thankfully, nature provides a colourful array of fresh produce at this time of year, offering just the boost children's immune systems need.

CUCUMBERS

Crisp, cooling and hydrating, cucumbers are in their prime during the warmer months. They are high in water content and a good source of vitamin K, which supports healthy blood and bones.

Cucumbers make a perfect snack on their own or paired with hummus. You can also chop them finely into salads or add them to sandwiches for extra crunch. For fussy eaters, try using a crinkle cutter to make fun cucumber shapes.

MANGOES

Often referred to as the "king of fruits", mangoes are wonderfully abundant from May onwards. They are a fantastic source of vitamin C, vitamin A and antioxidants, making them a natural immunity booster.

Slice them up for a juicy snack, blend them into fruit smoothies or mix pieces into your child's yoghurt for a naturally sweet dessert. Mangoes are also brilliant for adding a tropical twist to savoury dishes like salads and grilled chicken wraps - ideal!



DATES

A staple here in the region, dates are so much more than a delicious treat. Rich in essential minerals like potassium, magnesium and iron, dates can help to support your child's energy levels and overall vitality.

Dates are naturally sweet and super versatile. You could blend them into smoothies, stuff them with nut butter for a wholesome snack or chop them into oatmeal either. Their soft texture also makes them a good option for younger children who are still getting to grips with chewing - just be careful of stones!

CITRUS FRUITS

Mandarins, oranges, lemons and limes are available here year round, whilst Valencia oranges are in peak season right now. Filled with vitamin C, they help to boost white blood cell production, essential for fighting off any infections.

A simple way to encourage your little one to eat citrus fruits is by offering orange segments as a snack, squeezing fresh lemon into water or adding a squeeze of something citrus over grilled vegetables or chicken. Bright, zingy and refreshing, these fruits, especially oranges, are an easy immune-boosting win.

MINT

While not a fruit or vegetable, mint deserves a special mention. Thriving in early summer, fresh mint is packed with antioxidants and has natural antibacterial properties. It also supports digestion, which can sometimes be sluggish in the heat. Try adding fresh mint to warm or cool water, or chop it finely as a garnish. A little sprinkle over fruit salads makes a simple dish feel extra special.

By embracing the best of what this season has to offer, you can help keep your child's immune system strong and their energy levels high!

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SLEEP STRUGGLES: WHAT TO TRY

Sleep is vital for children's development and emotional wellness - but for many families, a good night's rest can sometimes feel like a distant dream.



Whether it's a newborn waking every couple of hours, a toddler resisting bedtime or an older child struggling to settle, sleep challenges are incredibly common and can leave parents feeling exhausted and unsure of what to try next.

BABIES

During the first year of life, sleep may be highly unpredictable as babies' circadian rhythms are still developing. Establishing gentle habits early on helps set the foundation for better sleep as they grow.

Consistent steps

Sleep steps could involve a warm bath, a gentle baby massage and quiet cuddle time - all of which will help signal to your baby that it's time to wind down. Keep the room dark, cool and quiet and consider a white noise machine, as they can mimic the sounds of the womb and provide some extra comfort.

Sleep cues

Rubbing eyes, yawning or becoming fussy are all signs your baby is ready for sleep. Responding quickly to these signs will help avoid an overtired and harder-to-settle baby. This is where good day-night differentiation comes in too! To achieve this, make your daytime feeds bright and lively, and your night-time feeds calm, low lit and low-key, teaching your baby the difference between night and day.

TODDLERS

Toddlerhood brings a whole new set of sleep challenges. Increased independence, separation anxiety and a busy, curious mind can all make bedtime a battleground!

Routine

Sticking to a predictable routine is a superpower with very young children. Toddlers thrive on routine, so it's best to aim to keep bedtimes and wake times roughly the same each day, even at weekends.

Unpack fears

Address your little one's fears with empathy. If your toddler is scared of the dark or has bad dreams, acknowledge their fears, without reinforcing them. A nightlight or a favourite soft toy for comfort can help kids feel safer.

Giving "choice"

There is a tricky balance to be had between offering some choice and setting limits. Both can be very helpful when done cleverly. The illusion of choice can be important, as a small amount of control can reduce bedtime resistance. However, the choice you give shouldn't have any real consequences - for example, let your toddler pick their pyjamas or which story to read.

Clear boundaries

It's natural for toddlers to test limits. Gently but firmly reinforce bedtime rules - for example, you might say, "After we read two books, it's time to sleep." Always stick to what you set and don't engage in compromise - your consistency will pay off. It might take a few nights of calmly sticking to the routine, but with patience, your toddler will start to understand and accept the sleep structure you're creating.

CHILDREN

As children get older, new factors such as school pressures, screen time and busy schedules can start to affect their sleep.



Screen issues

Experts unanimously agree that parents need to create a technology-free wind-down period each night to make good quality rest possible for children. Aim for at least an hour without TV or devices before bedtime. The blue light from screens interferes with melatonin production,

making it much harder for children to feel sleepy. Prioritising calming activities in the evening can really help. Quiet time could be spent with books, puzzles or drawing to help your little one relax before bed.

Daily worries

Sometimes children lie awake because they are anxious. Offering a few minutes of “worry time” during the day - when you talk about anything on their mind - can prevent bedtime anxiety from building.

Habits

Does your child have a cool, quiet, dark bedroom to help them feel sleepy? Are they getting plenty of physical activity and outdoor play during the day so their bodies are tired enough for rest? Are they consuming any high sugar or sneakily caffeinated foods or soft drinks that are interfering with sleep? These are all good questions to ask, as our habits can have a huge effect on our sleep health.

Hopefully these tips will help your little ones - and yourself - get the sleep you all deserve, but if sleep challenges feel overwhelming or are impacting your child's daily life, reaching out to a healthcare professional for guidance can be very helpful.

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PARENTING



Managing your toddler's meltdowns; family-friendly crafting with Cricut; a look at The Baby Expo Dubai and more!

THE BABY EXPO DUBAI 2025:

AN INTERVIEW WITH CO-FOUNDER *ASHLEIGH LLOYD*

This month, we spoke to Ashleigh Lloyd all about how her project, The Baby Expo, has grown into the biggest parenting event in the region!

As the Middle East's largest maternity, baby and toddler event, The Baby Expo is a vibrant hub where expectant parents, families, retailers, distributors and industry leaders come together with some of the world's most trusted brands in the mother and baby space.

Ahead of the much-anticipated 2025 edition on May 16th and 17th, we sat down with their Project Director and Co-founder, Ashleigh Lloyd, to hear more about what's in store.

Ashleigh, it's a pleasure to speak with you. For those meeting you for the first time, can you tell us a bit about yourself and what led you to create The Baby Expo?

The idea for The Baby Expo came from my own personal experience. Being a mum of two young children, I know how overwhelming it can be to prepare for your baby's arrival. No two pregnancy journeys are the same and no two babies are the same! And then to prepare for all the various stages of parenthood - whether it be caring for your newborn, feeding, sleep routines or weaning - you can be left feeling like you don't know where to start.

With this in mind, I wanted to create a one-stop-shop for all things mother, baby and toddler - bringing together everything mums and dads need to support their parenthood journey, from leading global brands and the best education, to the latest products and innovations - all under one roof.

As we build up to this year's second edition, the success of the first edition validated our belief that there was a real need for this kind of event in the region, and we're even more excited to expand and refine the experience for parents, families and the industry.



key maternal and infant health topics, and Cybex is introducing a Safety Zone focused on child road safety - complete with live demonstrations and travel solutions.

Also new for 2025, The Baby Expo will showcase the NextGen: Industry Leaders Summit, a full-day agenda taking place on Friday 16th May, bringing together influential leaders and decision-makers from the baby and children's retail industry. The summit will provide a premium platform to explore emerging trends, share insights and nurture new collaborations.

What sets The Baby Expo apart from other parenting events?

The Baby Expo was created with a vision of providing an event which reflects and supports the genuine needs of today's parents. We want parents, expectant parents and families to leave the Expo feeling more prepared for all steps of the parenting journey ahead - having had access to the best brands, met and heard from trusted experts within the mother and baby space, having engaged with like-minded parents and knowing they have a supportive community surrounding them!

What can visitors expect at this year's event?

Doubling in size, this year's event will span across more than 14,000 square metres, hosting over 15,000 attendees, more than 250 world renowned brands and over 100 expert speakers. In addition, the event will showcase several first-time regional product launches, reinforcing its status as the Middle East's largest exhibition for baby and parenting essentials.

Along with this diverse selection of baby and parenting essentials, new and expectant parents will have the opportunity to take advantage of exclusive event-only discounts, relax in dedicated 'mum and baby' chill-out zones and enjoy entertainment for all the family.

This year's event will also feature The Main Stage, with the Mumpreneur Collective and a host of celebrity interviews presented by Kris Fade. There will also be the Expert Education Stage, presented by Blaura, dedicated to providing advice and support from the region's leading experts. Elsewhere, King's College Hospital Dubai returns with leading medical professionals discussing





We're incredibly proud of how inclusive and accessible the event is. Parents from all backgrounds, parenting styles and stages are welcome, and it's this combination of expert-led content, trusted brands and real connection that makes The Baby Expo unlike other events.

The event focuses on sparking future-facing conversations. What topics are you excited to explore this year?

This year we're exploring topics that really reflect today's parents. This includes the role of technology in early childhood development, the impact of screen time, and how to raise digitally literate but resilient and emotionally connected children. We're also exploring gentle and positive parenting styles, as well as

third-culture parenting. Sustainability will be another focus, from eco-conscious products and brands, to more mindful consumption habits - which is a growing priority for many modern families.

Through our NextGen: Industry Leaders Summit, we'll be exploring the trends which are set to redefine the parenting journey, as well as the future of play and early learning. And on the parenting side, we're tackling real-life challenges - like mental health, postnatal recovery, fatherhood and navigating work with family-life.

You're partnering with an impressive roster of brands and sponsors. Is there anyone you're especially thrilled to be working with this year?

We're really excited to be welcoming more than 250 leading mother, baby and early years' brands to this year's event. With exhibitors from 44 countries, including dedicated pavilions from Spain, China, Korea, Italy and Turkey, the Expo will offer parents access to the world's most trusted brands and services. These include Blaura, Stokke, Cybex, Mumzworld, King's College Hospital Dubai, Dabdub, Baby Brezza, Fisher Price, Tommee Tippee, Doona, Maxi Cosi and Medcare.

Each and every brand or sponsor participating in this year's event brings something valuable to our audience. From household names that families know and love, to innovative startups making waves in the baby and toddler space, the lineup reflects the best of what the industry has to offer.



Are there any must-see talks or workshops that attendees shouldn't miss?

Visitors can attend expert-led education, with sessions addressing every stage of early childhood development, from newborn care and sleep routines, to feeding options, pregnancy and postpartum wellness, and positive parenting techniques.

We're also hosting powerful interviews with inspirational parents, including Joelle Mardinian, Nora and Khalid, Chihab and Nour Merhi and Dr. Saliha Afridi.

And for those looking for hands-on value, we've got workshops covering everything from weaning tips to babywearing techniques and first-aid - all led by qualified professionals in an intimate, interactive setting.

No matter what stage of the parenting journey - from bump to toddlerhood - there's something that will resonate, support and inspire everyone.

Peer-to-peer connection is a core part of the Expo. What networking opportunities are on offer this year?

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 or industry stakeholders shaping the future of the rapidly growing sector.

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.

With 15,000 visitors expected this year, the event 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.

In addition to our new NextGen: Industry Leaders Summit, this year we're pleased to offer companies the opportunity to take their networking into the evening, through our partnership with the Mother, Baby and Child Awards, which we are supporting.

Looking ahead, what's the future vision for The Baby Expo?

As we look beyond the second edition of The Baby Expo this month, our strategy will focus

on building upon the momentum generated during the show and ensuring we continue to create value for both parents and expectant parents, our exhibitors and the broader industry.

A key focus will be ensuring that The Baby Expo remains not just an annual event, but a vital resource and community for families and for the industry here in the region and beyond.

We are also focused on expanding the event into new geographical locations and communities that would benefit from it, with The Baby Expo Riyadh set to launch in Saudi Arabia on the 30th and 31st of October 2025. Additionally, we plan to introduce new segments that address the evolving needs of brands and parents, based on the feedback and insights gathered during the show.

Some exciting changes for the 2026 edition will be announced during this year's show. These changes are aimed at meeting the growing demand from companies expanding in the GCC and increasing the number of industry buyers for our existing clients.

Ashleigh, thank you so much for sharing such insight into The Baby Expo with us! We're so excited for the event and for our Mother, Baby and Child Awards too. See you on May 16th and 17th!



THE POWER OF SAYING “THANK YOU FOR TELLING ME”

The simple phrase that can build long-lasting trust and strengthen your child's confidence in opening up.

Parenting is full of moments when our children come to us - sometimes with excitement, sometimes with fear and sometimes with heavy emotions they're not quite sure how to express. One of the most impactful responses we can offer in these moments is a simple, heartfelt, “Thank you for telling me.”

At first glance, it might seem like a small phrase. But in reality, these four words create a powerful message: I'm here. I'm listening. What you say matters. Whether your child is sharing a mistake, a worry, a proud achievement or a tricky situation, responding with gratitude

helps build trust, emotional safety and open communication - all things that form the bedrock of a strong parent-child relationship.

BUILDING TRUST

When you respond to your child's honesty with “Thank you for telling me,” you show them that it's okay to speak the truth. It tells them that you won't rush to judge, punish or dismiss what they have to say. Instead, you're recognising their courage in bringing something to you - especially when it's hard.

Imagine your child nervously admitting they broke a rule, like staying up past bedtime or forgetting an important homework assignment. It can be tempting to jump straight into frustration. However, pressing pause to first say, “Thank you for telling me,” honours the honesty before addressing the behaviour.

Over time, this simple habit strengthens their trust in you. They learn that even when things go wrong, they can come to you without fear - a gift that becomes even more important as they navigate adolescence and adulthood.

VALIDATING COURAGE

Speaking up isn't always easy, even for adults. When a child shares something vulnerable - like feeling left out at school, making a mistake or feeling scared - it takes real bravery. Acknowledging that bravery with "Thank you for telling me" validates their effort.

This small act of validation builds real emotional resilience, a superpower in the modern world. It shows kids that their feelings and experiences are important, and that reaching out for support is a strength, not a weakness. Instead of bottling up emotions or hiding struggles, they begin to believe that sharing is something to be proud of.

For example, if your child tells you about feeling worried before a big test, instead of jumping straight to advice ("You'll be fine, just study more!"), pausing to say "Thank you for telling me" gives them room to feel seen and heard first.

OPEN COMMUNICATION

Children are constantly learning how to express themselves. If they feel shut down, rushed or judged when they open up, they're much less likely to do so next time. Saying "Thank you for telling me" keeps the communication channel wide open.

For instance, if your teenager hesitantly shares that they're struggling with a friendship, a positive first response can make all the difference. Even if what they're saying is hard to hear, leading with gratitude ("Thank you for telling me. That must be really hard.") reassures them that you're someone who will listen first, not react first.

Over time, this consistent message builds a relationship where your son or daughter knows that they can share their wins, their worries and their mistakes without fear of judgement or rejection.

A SAFE SPACE

Emotional safety is at the heart of all healthy relationships. When children feel safe expressing their feelings, they're better able to process feelings, solve problems and look for support when they need it.

Using "Thank you for telling me" helps create this emotional safety. It separates the act of sharing from any consequences that might follow. For example, even if your child admits to something that needs addressing, like "I



didn't tell the truth about my homework", first thanking them for their honesty lays a foundation of respect. You can still follow up with appropriate guidance or consequences, but the message remains clear: sharing the truth was the right choice.

This approach teaches children that emotions, even tricky ones like fear, guilt or sadness, are safe to express, and not something they have to hide away.

REINFORCING POSITIVE BEHAVIOURS

Children naturally want to repeat behaviours that are met with positive reinforcement. When you consistently respond to honesty and openness with gratitude, you're quietly encouraging more of it.

Even in everyday moments, using this phrase helps strengthen this habit. If your child comes home and says, "I had a bad day," or even simply shares a small worry, a response of "Thank you for telling me" shows that their voice matters, no matter how big or small the subject.

In time, children learn that opening up leads to help, understanding and closeness. They build a lifelong pattern of healthy communication, not just with you, but with teachers, friends, partners and colleagues as they grow.

A PHRASE FOR LIFE

One of the beautiful things about "Thank you for telling me" is that it grows with your child. For toddlers, it might validate a simple moment like telling you they dropped a toy. For primary-aged kids, it might be about sharing a school worry or a proud accomplishment. For teens, it could be about navigating relationships, peer pressure or mental health.

No matter the age or stage, this phrase consistently reminds children that speaking up is valuable. And the earlier you start using it, the more natural it will feel for both of you.

SMALL CHANGE, BIG IMPACT

At its heart, "Thank you for telling me" is about building a relationship based on trust, respect and emotional safety. It shows your child that their feelings and experiences are worth sharing, and that you are someone who will listen with empathy and care.

So next time your child opens up - whether it's a tiny comment or a huge confession - try pausing, taking a breath and saying, "Thank you for telling me." You might be surprised at just how much of a difference these simple words can make.

FAMILY-FRIENDLY CRAFTING MADE EASY WITH CRICUT

In a world filled with store-bought essentials, there's something incredibly meaningful about adding a personal touch. Cricut makes it accessible - and inspiring - to create items that are totally unique.



Cricut (pronounced cricket) is a smart cutting machine that works with a variety of materials like vinyl, iron-on, cardstock and fabric. Paired with its free design app, Cricut Design Space, it gives you access to thousands of ready-to-make projects and the freedom to create your own - no design experience necessary so anyone can create and be creative in just three simple steps!

EASY TO USE

Cricut is designed for ease. With step-by-step guides and a passionate, welcoming community of creators, even first-time users find themselves hooked. It's not about being crafty - it's about trying something new, having fun and making something you're proud of. Because the best part of handmade isn't just the finished product - it's the love that goes into every detail.

IT'S FOR EVERYONE

Cricut isn't just for seasoned crafters - it's for parents, grandparents, kids and even reluctant teens who might surprise themselves with how much they enjoy it. From quick weekend projects to elaborate holiday decorations, Cricut transforms crafting into a shared experience filled with laughter, learning and love.

PERFECT FOR NEW PARENTS

Cricut has quickly become a must-have for new parents. It's user-friendly, endlessly versatile and the results are stunning. Here are just a few ways you can use it:

- **Personalised onesies:** Use iron-on vinyl to add your baby's name, cute quotes or custom graphics to their little outfits.
- **Nursery décor:** Create a wall sign or crib name plaque using wood, cardstock, or layered vinyl - ideal for adding a personal touch to your nursery.
- **Stay organised:** Cute labels make keeping your little one's clothes, diapers and accessories tidy even easier, while still looking beautiful.
- **Memorable gifts:** Create heartfelt, handmade baby shower gifts - like monogrammed blankets or custom birth stat frames.
- **Milestone magic:** Design monthly milestone markers or 'firsts' cards for those photo-worthy moments.

FAMILY-FRIENDLY FUN

Families love Cricut for a lot of good reasons - it's like having a creative superpower at home that turns everyday moments into magical ones. In an age where screens often dominate our free time, Cricut offers an alternative. Whether you're crafting with toddlers or teaming up with teens, there are endless avenues for imaginative, educational and seasonal projects that bring everyone together. Whether you fancy matching t-shirts for the next family holiday, DIY decorations for Eid or personalised pencil cases for back to school, with Cricut, it's all possible.

LESS MESS, MORE MAGIC

Let's face it, crafting with kids can sometimes feel like you've invited a mini hurricane into your kitchen. Cricut is clean, quick and surprisingly tidy. Instead of glue spills and paper scraps everywhere, the machine does the precise cutting for you - leaving the fun part to you and your little ones. Think of it as crafting made effortless, with less clearing up afterwards.

IDEAL FOR GIFTING

If you've ever remembered a birthday at the last minute, you'll know the panic that follows. With Cricut, you can whip up a bespoke gift in no time. From monogrammed mugs to custom tote bags and handmade cards, it's like having a boutique gift shop right in your home. After all, what's more thoughtful than a gift you made with your own hands?

LOTS OF LEARNING

Cricut isn't just for fun - it's a brilliant learning tool in disguise. Helping your little one design a sticker with their name can boost their spelling and design skills all at once. Making a paper globe for a school project is an easy way to explore geography and creativity in one go. Children won't even realise they're learning, but you'll know they're picking up new skills with every project.

AESTHETIC ORGANISING

If you've ever labelled your spice jars or colour-coded the toy baskets, Cricut is going to be your new best friend. It helps parents create stunning, custom labels for everything from pantry essentials to art



supplies. The result is a tidier space that feels calm and curated - with just the right dash of personality.

CONFIDENCE AND CALM

There's something powerful about watching your child make something from scratch. Cricut makes that easier than ever. Simple machines like Cricut Joy Xtra are perfect for younger kids to use with a bit of help, while older ones can go solo. Seeing them take pride in their work - and in showing you their creations - builds their confidence in the best way.

A SIDE HUSTLE

Many mums in the region are using Cricut to create income from home, selling personalised items on Instagram or at local markets. It's also brilliant for school fundraisers, birthday party favours and family events. If you've ever dreamed of a creative side hustle that fits around your schedule, Cricut makes it achievable.

STAY INSPIRED

From festive decorations to Ramadan crafts and everything in between, Cricut never stops inspiring. With the Cricut Design Space app and a treasure trove of free projects online, you'll always find something new to try. Even if you're not the 'crafty type', you'll be surprised at how easy and satisfying it is to make something lovely. Whether you're looking to create, connect or just carve out some 'me-time' while the kids craft beside you, Cricut is here to help you make it all beautifully possible.



THE SCIENCE BEHIND HANDLING YOUR TODDLER'S TANTRUMS

We look at what's really going on inside your toddler's brain during meltdowns, as well as how you can support them through these intense moments.

Few parenting experiences can feel quite as overwhelming - or public - as your toddler having a full-blown meltdown. One moment everything is fine, and the next your little one is a red-faced bundle of flailing arms, tears and defiance, leaving you scrambling for the right way to respond.

While tantrums can feel chaotic, there is a lot happening under the surface. Understanding the science behind tantrums not only helps us respond more calmly, it also helps children learn essential emotional skills that they will carry with them for life.

WHY TODDLERS HAVE TANTRUMS

Tantrums are a normal part of child development. They are not a sign of bad behaviour, poor parenting or "naughtiness" - they are a reflection of a young brain that is still learning to manage big feelings.

Brain development

Between the ages of 1 and 3, the part of the brain responsible for emotional regulation - the prefrontal cortex - is still under construction. Meanwhile, the more reactive, emotional part of the brain - the amygdala - is fully online and very sensitive. This imbalance means toddlers often experience big waves of frustration, anger, disappointment or fear, but lack the tools to calm themselves down.



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Words are tough

Language skills also come into play. When toddlers cannot find the words to express what they are feeling, their emotions come out physically instead. Add hunger, tiredness, overstimulation or sudden changes into the mix, and it's no surprise that emotional eruptions happen.

In short, tantrums are not calculated. They are a sign that your child is overwhelmed and needs your help.

THE CHEMISTRY OF A MELTDOWN

When a toddler has a tantrum, their body is flooded with stress hormones like cortisol and adrenaline. These chemicals prime the body for "fight or flight," which is why you might see behaviours like kicking, screaming or running away.

Because the thinking part of their brain has temporarily gone offline, toddlers in the midst of a tantrum are not capable of logical thinking or problem-solving. This is why reasoning, such as saying, "You're fine, stop crying" or punishments like, "If you don't stop, we're leaving" often escalate rather than diffuse the situation. To truly help your toddler through a tantrum, the first step is regulation, not reasoning.

HANDLING TANTRUMS EFFECTIVELY

What can you do to manage these meltdowns smoothly?

Stay calm

It's easier said than done, but your own calmness is one of the most powerful tools you have. When you stay regulated, you are providing a model for your child's brain to mirror.

Take a deep breath, lower your voice and intentionally slow your movements. This helps create a sense of safety, which is exactly what your child's overwhelmed system needs at that moment.

Offer co-regulation

In the early years, children cannot regulate themselves without support - they need co-regulation first. This means helping your



toddler manage their emotions by being a soothing, steady presence.

You might say in a gentle tone, "I can see you're really upset. I'm here with you and you're safe." Offering a hug or simply sitting nearby can also be incredibly grounding. Some children need physical comfort; others prefer a little space - it's important to follow your child's cues.

Validate their feelings

One of the most effective ways to diffuse a tantrum is to acknowledge what your child is feeling, without judgment. Phrases like "You really wanted the blue cup, and it's hard when things don't go how you want" help toddlers feel seen and understood. This does not mean giving in to every demand. It simply means validating the emotion while holding the boundary.

Keep language simple

During a tantrum, keep your words few and simple as long explanations are lost on a dysregulated brain. Gentle, repetitive phrases like "You're upset. I'm here" or "It's okay to feel angry" are far more effective than lectures.

Be consistent with boundaries

It's important to stay consistent, even when faced with loud protests. If your child is upset because you said no to sweets before dinner, sticking to your decision teaches them that feelings are allowed, but rules remain firm. Over time, this builds a sense of trust and security.

AFTER THE STORM

Once the meltdown has passed and your toddler is calm, this is the perfect moment

for teaching. Try talk briefly about what happened. You might say, "You were upset when it was time to leave the park. It's hard to stop playing when you're having fun." Then offer alternatives for next time, such as, "Next time, we can take deep breaths together to help with the big feelings." This helps your child build emotional literacy, which is the ability to name, understand and manage their feelings.

PREVENTION STRATEGIES

While tantrums are a normal part of development, there are ways to reduce their frequency:

Offer choices

Whenever possible, give your toddler small choices. Sentences like, "Do you want the red or green t-shirt?" are wonderful and help them feel empowered.

Use transitions gently

Giving a heads-up before changing activities is best. Saying things like, "Five more minutes, then we're packing up" can help toddlers feel more prepared.

Watch for triggers

Tiredness, hunger and overstimulation are major tantrum triggers. Keeping routines predictable and having snacks on hand can go a long way to avoiding any big feelings.

Praise emotional skills

When you notice your child managing a frustration well, point it out! Telling them, "You were really patient waiting for your turn and that was great!" can be more impactful than you realise.

Handling toddler tantrums with empathy, patience and consistency is not always easy, especially when you're tired or stressed yourself. But every time you stay present during a meltdown, you are doing something powerful - you're helping your child's brain build the pathways for emotional regulation, resilience and trust.

Tantrums are not just moments to survive - they are opportunities to connect, teach and grow. And even on the toughest days, your calm presence matters more than you know.

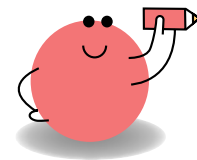
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PLATFORMING PARENTHOOD, INNOVATION AND INDUSTRY: THE BABY EXPO 2025

Parents, mark your calendars! The region's largest maternity, baby and toddler event returns for its second edition on May 16-17th, at Dubai World Trade Centre.



Calling all parents and parents-to-be! The Baby Expo 2025, proudly presented by Blaura, is just around the corner - and it's shaping up to be the ultimate event for all things bump, baby and beyond.

Whether you're preparing for your little one's arrival, chasing after a curious toddler, or tackling tough parenting choices, the expo is your one-stop destination for expert advice, must-have products and brilliant new ideas to make parenting just a little bit easier.

WHAT TO EXPECT

Held across a huge 14,000+ square metres, the event will welcome over 15,000 parents and families, with more than 250 top brands and 100+ parenting experts ready to share their knowledge and showcase the very best in baby gear, maternity essentials and toddler must-haves.

You'll also get a sneak peek at exciting new products making their debut right here in the Middle East - so you'll be the first to discover what's new before anyone else!

Expect to see trusted names you already love, like Blaura, Stokke, Cybex, Baby Brezza, Nanit, Tommee Tippee, Doona, Lansinoh and Maxi Cosi. Plus, with exhibitors from 44 countries (and special pavilions from Spain, China, Korea, Italy, and Turkey), it's like a global shopping spree without leaving the city.

GUIDANCE AND SUPPORT

And it's not just about brands - The Baby Expo is designed with busy parents in mind. Along with discovering must-have baby and parenting essentials, you'll enjoy exclusive event-only discounts, unwind in cosy chill-out zones, and keep the whole family entertained with fun activities.

There's also a full schedule of expert-led talks, covering everything from newborn care and sleep routines, to feeding options, pregnancy and postpartum wellness, and positive parenting strategies. So whatever stage you're at in your parenting journey, there's something here just for you.

Co-Founder Ashleigh Lloyd tells us, "We're excited to expand on all the knowledge and networking opportunities that made our debut such a success. This year, we have twice the number of brands and double the space, ensuring parents can benefit from the very best products and services,



live demonstrations and expert-led panels. Our goal is to provide a one-stop-shop for the rewarding yet challenging journey of parenting.”

SAY HELLO TO BLAURA

And in even more exciting news - this year’s event is presented by Blaura, a brand-new holistic sanctuary for women, children and families, opening in Dubai this summer. Blending expert care with a nurturing, luxurious environment, Blaura aims to redefine community care for mothers in the region.

Founder Sahar Zarringhalam explains, “Blaura is more than just a wellness centre; it’s the realisation of a dream to uplift and unite women and children on their journey of wellbeing. My vision is for every mother to feel seen and supported, and for every child to flourish in an environment filled with love, learning, and hope.”

As the Title Sponsor of The Baby Expo 2025, Blaura proudly champions a shared mission to empower and educate families. This partnership reinforces the Expo’s commitment to holistic wellness and community support, reflecting the belief that every woman and family deserves the knowledge and resources to thrive.

MUST-SEE EXPERTS

The Baby Expo’s line-up this year is packed with some of the region’s most loved parenting experts and specialists, including:

- Julie Mallon, Dubai’s go-to sleep consultant from Nurture 2 Sleep
- Amanda Jenner, the UK’s leading potty training guru and founder of My Carry Potty
- Sarah Raslan and Karen Abou Jaoude, co-founders of The Wise Parent platform
- Hanan Ezzedin, Founder of The Family Hub
- Rania Hussant, Mindful Parent Educator & Life Coach
- Nathalie Barsoumian, Founder of Handprint Early Childhood Centre
- Donna Benton, celebrated entrepreneur and founder of The Entertainer

And that’s just a taste - even more inspiring voices will be joining to share real stories, expert tips, and honest advice on every part of the parenting journey.

NEW FOR 2025

The Baby Expo is launching the NextGen: Industry Leaders Summit - a full-day agenda happening Friday 16th May, bringing together movers and shakers from the baby and children’s retail world. It’s a chance for industry insiders to share trends, ideas, and fresh insights that will shape the future of parenting products and services.

You’ll also find The Main Stage hosted by the fabulous Mumpreneur Collective and featuring celebrity interviews presented by Kris Fade. Plus, there’s an Expert Education Stage packed with talks to guide you through everything from sleep struggles to feeding advice - and a cosy Mother and Baby Relaxation Lounge offering well-deserved pampering sessions.

And that’s not all - King’s College Hospital Dubai will return with expert doctors discussing vital topics in maternal and infant health. Meanwhile, Cybex is introducing a brand-new Safety Zone all about child car seat safety, featuring live demos and travel tips every parent needs to know.

AMAZING SPONSORS

This year’s event is backed by an incredible list of sponsors, including:

- Blaura (Title Sponsor)
- King’s College Hospital London (Hospital Stage Sponsor)
- Dabdub (Platinum Sponsor)
- Stokke, Medcare and Twins & Siblings (Gold Sponsors)
- Cybex (Safety Partner)
- Fisher Price (Influencer Lounge Sponsor)
- Mumzworld - Mother & Baby Relaxation Lounge Sponsor

And with special partnerships from Qidz (App Partner), Virgin Megastore (Ticket Partner) and The Family Hub (Community Partner), it’s easy to see why The Baby Expo has earned its place as the region’s premier parenting event.

EMPOWERING PARENTS

Kris Fade, entrepreneur, media personality and Co-founder sums it up when he tells us, “I’m very excited to host the second edition of The Baby Expo and offer the chance to parents to discover the latest and most innovative baby, toddler and maternity products and services from around the world. We’re also bringing together top parenting experts who will reveal fresh insights and scientific breakthroughs, empowering you to navigate your parenting journey with confidence and raise happy, thriving kids.”

At its heart, The Baby Expo is all about connection - uniting parents, brands, and experts to create a vibrant, supportive community where families can make empowered choices for their little ones’ futures.

Tickets are on sale now! Grab yours at <https://tickets.virginmegastore.me/ae/family/28876/the-baby-expo-2025>

EDUCATION



Healthy ways to help prepare your child for their summer tests and how to encourage an unwilling reader.





TOP TIPS FOR EXAM SUCCESS

Helping your child navigate exam season with confidence and calm can make all the difference - both to their performance and their overall wellbeing.

As the summer exams approach, it is not just children who start to feel the pressure. Parents, too, often find themselves swept up in a swirl of revision plans, last-minute cramming and emotional highs and lows.

It's wise to remember that success in exams is not just about what children know. It is about managing their time, their mindset and their energy in the lead-up to, and during, their exams. Here are some practical ways to support your child to do their best, without it taking a toll on their health or happiness.

PLAN WELL

One of the most important steps towards exam success is building a solid revision schedule, and sticking to it. Rather than leaving revision until the last minute, encourage your child to start early and spread their studying over several weeks. Research shows that 'spaced repetition' - revisiting topics little and often - helps information stick far more effectively than cramming.

Be specific

Help your child break down their subjects into manageable chunks and set specific goals for each session, such as "revise photosynthesis" rather than "do biology." Visual tools like colour-coded timetables or sticky notes can help make the plan feel achievable rather than overwhelming.

Most importantly, build in time for rest days, hobbies and social life. Balance is not a luxury, it is essential for long-term focus.

PRIORITISE SLEEP

In the rush to prepare, sleep can sometimes fall by the wayside, but it is one of the most powerful revision tools there is. When we sleep, the brain consolidates memories and processes what we have learned during



the day. Teenagers, in particular, need around eight to ten hours of sleep each night to function at their best.

Where possible, encourage a consistent bedtime routine, keep screens out of the bedroom in the hour before sleep and reassure your child that sometimes the best revision they can do is getting a good night's rest.

TEACH SMART TECHNIQUE

Not all revision methods are created equal. Highlighting notes or re-reading textbooks might feel productive, but they are not the most effective ways to learn. Instead, guide your child towards active revision strategies, such as:

- Practice testing: Using flashcards or past papers to quiz themselves
- Teaching others: Explaining a concept to someone else helps reinforce understanding
- Mind mapping: Creating visual diagrams to connect ideas and themes
- Chunking: Breaking down information into smaller groups makes it easier to remember

Mixing up revision methods keeps your child's brain engaged and strengthens their memory connections.

NOURISH BODY AND BRAIN

During exam season, the brain needs good fuel. A balanced diet rich in fruits, vegetables, wholegrains, healthy fats and lean proteins helps maintain steady energy levels and focus.

Omega-3 fatty acids, found in oily fish like salmon, flaxseeds and walnuts, are particularly important for brain function. Staying well-

hydrated is equally vital - even mild dehydration can affect your son or daughter's concentration.

It can be a good idea to keep healthy snacks like nuts, yoghurt, berries and carrot sticks readily available and encourage your child to drink water regularly throughout the day.

BREAKS AND MOVEMENT

Long hours of revision without breaks can quickly lead to fatigue and burnout. The brain works best in sprints rather than marathons.

You might like to suggest that your child uses techniques like the 'Pomodoro Method', which involves 25 minutes of focused work followed by a five minute break. Getting up to move around, stretch, or even take a quick walk outside can reset their energy and improve how well they retain information.

Physical activity also helps lower stress hormones, like cortisol, and raises mood-boosting chemicals like endorphins, making it an excellent tool for keeping exam anxiety in check.

MANAGE STRESS POSITIVELY

It is natural for children to feel some nerves around exams, but when anxiety becomes overwhelming, it can affect their ability to perform. Together, you can try some simple stress-management techniques such as:

- Deep breathing: Slow, deep breaths will calm the nervous system
- Visualisation: Picturing success can build confidence
- Positive self-talk: Phrases like "I have prepared well" or "I can do this" help combat negative thoughts

Be mindful of your own language too. Avoid framing exams as make-or-break moments, and instead emphasise effort over outcome. Sentences like, "I'm proud of how hard you're working" carry far more weight than "You must get top marks."

A SUPPORTIVE ENVIRONMENT

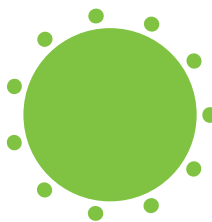
During exam season, home should feel like a calm, supportive base where your child feels valued for who they are, not just for their results. Simple actions like offering your little student a favourite meal after a tough paper, making time to chat and celebrating small revision wins can have a big emotional impact.

If your child does become overwhelmed, remind them that feeling nervous or stressed is not a sign of weakness - it is part of being human. Listen without judgment and work together to find practical solutions, whether that's adjusting their revision schedule or getting a little extra help if needed.

Exams are important milestones, but they do not define your child's worth, intelligence or future. By focusing on healthy habits, positive routines and emotional resilience, you'll not only give your child the best possible chance of exam success, but also vital skills that will serve them long after the last paper is handed in.

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ENCOURAGING YOUR RELUCTANT READER

Everyone wants their children to read more but it can seem out of reach. With some valuable insight and a few techniques, you can help your child become a little scholar!

Reading is a hugely beneficial pastime for children to engage with, not to mention a very peaceful one! However, not all little ones are natural bookworms. Some are more hesitant to read than others - and that's okay. There's a variety of reasons that your child might be reluctant to read, and many of them are similar to the reasons lots of adults struggle to make it a regular habit. The first step is to identify the primary cause of this reading-resistance and then a solution will become clearer.

WHY A CHILD CAN BE BOOK-SHY

There are plenty of reasons that children aren't reading. Let's take a look at five of the big ones.

Literacy

Whether it's due to a learning style, special educational needs or anything else, some children experience serious difficulty reading. Simply opening up a book can be an overwhelming task. In these cases, it's important to get them the specialist support that they need. With a little assistance, they may be able to begin with reading without fear, and eventually blossom into budding readers.

Screens

Screens are a part of everyone's daily life and children aren't exempt from that. Countless advantages and drawbacks have been well documented but suffice to say that they can have a negative effect on a child's willingness to read. When there are much more visually stimulating offerings, picking up a paperback might not be all that interesting!

Lack of role modelling

If you've ever asked your child to do something that you don't also do, you might have been met with the classic "But that's not fair!" If reading isn't a part of your life, it can be challenging to convince your little one to take it up.

Attention span

A shorter attention span can hamper a child's chances of reading with any regularity. This isn't a dead end though, there are ways to steer your little one towards becoming a happy reader!

TIPS FOR TURNING IT AROUND

Now that some of the major obstacles have been named, let's see what steps you can take to help your child become an avid reader.

Start small

As the saying goes, Rome wasn't built in a day, and the same goes for developing a reading habit. Start with books that are at a difficulty level that matches your child's ability. Feel free to set a daily reading goal but make sure that it's manageable. If your little one isn't reading at all, jumping to reading a book per week can be too much. Pick an amount that is realistic but still feels like a challenge. As the days and weeks of reading stack up, you can increase the amount of pages and chapters for your child to take on.

Find their niche

It's all well and good to set goals but if your child isn't interested in the subject matter of the book, it's going to become a real slog. As their mum, you'll know better than anyone what their interests are. Together, take a trip to a bookshop and try to pick out a few suitable options that overlap with things that they're interested in. It doesn't matter what the genre is right now, anything that will help them turn pages is good enough. There will be plenty of time for getting them to read a wider range of titles!

Practice what you preach

As touched on earlier, a vital part of helping your child to read regularly is to take up reading yourself. If you already do read then this is no issue, but if it's something that you struggle to engage with, then set aside some time each day to check out some fiction, romance or whatever you fancy! When a child sees their parents reading, they're far more likely to pick up their own book. To take things a step further, consider having a daily family reading time where you can all press pause on the day and curl up with your books. How cute!

Make a book club

Another way to foster a culture of reading in your home is to set up a family book club. Providing space to discuss the book that your child is reading can help them to feel more connected to it, as well as to the habit of reading in general. You can take this opportunity to discuss your book too, introducing social and sharing aspects to this new hobby.

Celebrate the wins

Perhaps the most important action you can take is to celebrate your little one's reading progress. They reached the end of the page? Well done! They've completed a chapter? Great! They finished the whole book? Fantastic! Take on the role of being your child's 'reading cheerleader' and validate them as they reach new milestones. Positive reinforcement is a powerful technique and a small bit of celebration goes a long way, boosting the whole experience with some smiles and laughter too!



SCHOOL & FAMILY BREAKS



A family-oriented visit to Mauritius and the aspects that mean most to children on holiday!





AN IDYLIC ISLAND GETAWAY FOR ALL THE FAMILY

If you're dreaming of a luxurious, joy-filled escape that offers the very best of Mauritius, this gorgeous resort might just be the perfect destination.

Nestled on its own private peninsula in Mauritius, One&Only Le Saint Géran offers an escape like no other. With its swaying palm trees, dazzling blue lagoons and warm, welcoming spirit, this iconic resort is the stuff of dreams for families looking for a luxurious retreat infused with natural beauty and island charm.

From thrilling water sports and blissful spa days, to world-class dining and tailor-made experiences for little ones and teens, this sun-soaked hideaway offers something magical for every member of the family - making it the perfect place to reconnect, relax and create memories that will last a lifetime.

A MAGICAL SETTING

Few resorts are as spectacularly located as One&Only Le Saint Géran. Sitting between a sparkling lagoon and the Indian Ocean, the resort boasts more than a mile of white sandy beaches, framed by tropical gardens and ancient coconut palms. Whether you're seeking the thrill of a new adventure or simply want to soak up the serenity, you'll find yourself completely captivated by the island's natural beauty.

Architectural beauty

The resort's architecture blends contemporary elegance with traditional Mauritian design, featuring open-air spaces, local materials and panoramic sea views. It's a place where barefoot luxury meets heartfelt hospitality and where every sunrise promises a new adventure.



FAMILY-FRIENDLY LUXURY

One&Only Le Saint Géran isn't just luxurious - it's wonderfully family-friendly. With spacious rooms, suites and private villas, there's a perfect option for every kind of stay. Each space is designed to feel like a sanctuary, with generous terraces or balconies, stylish interiors inspired by the island's vibrant culture and plenty of thoughtful touches that make family life easy.

Privacy abounds

For households searching for even more space, the resort's villas offer a spectacular home-away-from-home experience, complete with private pools, a dedicated butler service and direct beach access.

KidsOnly Club

And while parents indulge in a little well-deserved downtime, children will be

SCHOOL & FAMILY BREAKS



having the time of their lives at the KidsOnly Club - a vibrant hub of creativity, adventure and learning, all tailored for younger guests aged 3 to 11, while teens can enjoy their own slice of independence with a specially curated range of activities.

DELICIOUS DINING

Dining at One&Only Le Saint Géran is a feast for all the senses. From toes-in-the-sand seafood at La Pointe, to pan-Asian delights at Tapasake, every meal here is an occasion to savour.

For a relaxed family lunch, head to L'Artisan, a charming bakery and coffee shop serving up fresh pastries, gourmet sandwiches and island-inspired treats. For something a little more special, Prime offers a sophisticated steakhouse experience, where premium cuts and exceptional beverages set the scene for an unforgettable evening.

Of course, the resort's culinary team is more than happy to tailor meals for younger palates - and there's even the option of private dining on the beach or a barbecue in your villa, should you wish to keep things more personal.

ADVENTURES FOR ALL AGES

Whether you're an adrenaline seeker or a sun worshipper, the resort's endless menu of activities means there's never a dull moment. Water enthusiasts can dive into snorkelling, paddleboarding, kayaking and wakeboarding, while land lovers can enjoy tennis, cycling or fitness classes with expert trainers.

For families eager to explore the island's rich culture and landscapes, the resort offers curated excursions, from botanical garden tours to catamaran cruises and dolphin-watching adventures. Meanwhile, little explorers can enjoy nature walks, cookery classes and treasure hunts - all designed to spark their curiosity and confidence. For an extra dose of relaxation, the resort's stunning spa offers a variety of

family wellness packages, including mother-daughter massages and mindfulness sessions designed especially for young guests.

BESPOKE EXPERIENCES

One&Only Le Saint Géran is all about creating magical moments. Whether it's a sunset picnic set up just for your family, a private sailing lesson or a movie night under the stars, the resort's concierge team is dedicated to turning your dreams into reality.

Want to learn how to kite surf? Done. Fancy a sunrise yoga session on a secluded beach? No problem. The resort's personalised approach ensures every experience feels thoughtfully crafted, ensuring that your time here is as unique as your family itself.

A PLACE TO RECONNECT

In today's fast-paced world, opportunities to slow down and truly reconnect can feel rare. At One&Only Le Saint Géran, you'll find a place where moments together, big and small, are celebrated. Splashing in the lagoon, sharing fresh fruits by the pool, exploring hidden coves by boat or simply watching the sunset hand-in-hand, every experience here encourages you to savour time as a family.

AN IDYLIC FAMILY BREAK

With its unparalleled setting, world-class facilities and heartfelt service, One&Only Le Saint Géran offers far more than just a holiday; it offers a true escape. A place where every family member, from toddlers to teens (and grown-ups too!), can find their perfect balance of adventure and relaxation.

Whether it's your first visit or one of many, there's something about this island paradise that stays with you long after the holiday ends. So, pack your bags and get ready for an unforgettable family holiday!



WHERE CONNECTIONS BLOSSOM INTO LASTING MEMORIES

Embark on an extraordinary escape to Rixos Al Mairid Ras Al Khaimah, where rejuvenation and joy take centre stage. Set along pristine shores, where the rhythm of the waves meets the glow of the coast, every moment unfolds as a celebration of harmony and cherished memories. From serene mornings to vibrant evenings, this all-inclusive haven is a tribute to the art of tranquillity, framed by breathtaking views and impeccable hospitality.

WHAT CHILDREN REALLY WANT FROM A HOLIDAY

We look at the aspects kids truly value in a vacation.

When we think of planning the perfect family holiday, it's easy to assume that children are simply after ice cream, splashing in the pool and perhaps some extra screen time. However, recent studies reveal that young travellers are looking for much more from their getaways. They crave meaningful family moments, immersive adventures and experiences that fuel their imagination.

FRIENDSHIP

One of the most surprising revelations is the importance children place on making new friends during their holidays. In an age of screens and streaming, what kids are genuinely craving is real connection. Whether it's bonding over building sandcastles, teaming up for a treasure hunt or sharing laughs on a water slide, these interactions mean more than we might think. Kids value activities that allow them to connect with other children, creating memories that often outlast the holiday itself. Being open to befriending other little ones at the beach and in the pool, or even encouraging your child to participate in kids clubs can be wonderful ways to enhance your child's holiday experience.



LIVING THE DREAM

Beyond social connections, studies show children are eager to step into the worlds they've only seen on screens. They dream of becoming superheroes, explorers or even race car drivers, if only for a day. Destinations that offer immersive experiences, where kids can role-play and engage their imaginations, are particularly appealing. It's not just about observing - it's about taking part and living the adventure in real life! Whether it's theme parks, nature expeditions, water sports or other thrilling excursions, your child is sure to get a lot out of it.

FAMILY TIME

Despite their adventurous spirits, children still hold family time in high regard. They cherish moments spent with parents and siblings, whether it's a shared meal, a group outing or simply relaxing by the pool together. Holidays can be a lovely opportunity for families to spend really intentional time together away from the

usual distractions and pressures of daily life, as well as a chance to enjoy fun or unusual activities as a group.

ASK THEIR OPINION

Involving children in the planning process is a great way to discover what really lights them up. Giving them a say in the itinerary also means they'll be more engaged and excited about the trip, while allowing you to form a holiday plan that blends fun, passion and the chance to explore everyone's interests in an enjoyable way.

THE IDEAL HOLIDAY

So, what does the perfect holiday look like through a child's eyes? It's a blend of adventure, social interaction, family time and opportunities to let their imaginations run wild. Destinations that offer a mix of activities - be it cultural experiences, interactive attractions or simply spaces to play, explore and make new friends - are sure to be a hit!

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appliances that every busy parent
should consider investing in.*



In a busy family home, small efficiencies add up to big wins. Cooking can sometimes be a real time and energy drain, but the right appliances can transform your kitchen routine, making daily life that little bit smoother and tired evenings feel a little easier.

MULTI-COOKER MAGIC

If there's one appliance that deserves a spot on every kitchen counter, it's the multi-cooker. Whether you're a slow-cooking enthusiast or a fan of speedy one-pot meals, this versatile gadget can do it all. From pressure cooking to sautéing, steaming to baking, it takes the stress out of preparing home-cooked meals. Brands like Instant Pot are particularly popular, offering preset programmes for everything from yoghurt to biryani. With many models now offering

smart technology, you can even control your cooking from your phone - perfect for busy afternoons when you're dashing between school pick-ups and after-school activities.

AIR FRYER EASE

If you haven't yet been swept up in the air fryer craze, it might be time to reconsider. These compact miracle workers use hot air to crisp up food beautifully, with minimal oil. Think golden fries, crunchy chicken nuggets and even roasted veggies - all ready in a fraction of the time an oven would take. For families trying to eat a little healthier without giving up their favourites, it's a real game-changer. Plus, in Dubai's warmer months, using an air fryer instead of a full oven keeps the kitchen cooler, which is a welcome bonus when the temperatures start to soar. Look for models with larger baskets if you're feeding a crowd.



COFFEE MACHINE COMFORT

There's something incredibly comforting about a good cup of coffee, especially when the school run is calling or the day's to-do list feels endless. A quality coffee machine brings the café experience into your home, offering barista-level brews with just the push of a button. Whether you prefer a sleek pod machine for speed or a bean-to-cup model for that perfect fresh grind, investing in a machine that suits your taste and lifestyle is pure self-care. Plus, hosting impromptu playdates or family visits becomes easier when you can whip up a professional latte or a frothy hot chocolate in minutes.

FOOD PROCESSOR FUN

Chopping, grating, mixing and slicing can be some of the most time-consuming parts of preparing meals, especially if you're catering for a family with varied tastes. Enter the food processor, your ultimate prep partner. A good one will make light work of everything from chopping onions to blending up homemade hummus, or even kneading dough for fresh bread. Many come with a host of attachments, meaning you can tackle just about any recipe with ease. For parents who love to host or enjoy whipping up homemade treats for school lunches, a food processor is a real time-saver!

Investing in kitchen appliances that genuinely make your life easier frees up time for the things that matter most - whether that's helping with homework, enjoying a coffee with friends or simply putting your feet up after a long day.

CREATING A CALM FAMILY HOME

Here's how to bring a sense of peace into your home - no major renovations required.



In today's busy world, home should be a sanctuary - a place where your family can relax, recharge and reconnect with each other. Yet between school runs, work deadlines and the general hustle of daily life, it's all too easy for our living spaces to feel chaotic rather than calming. The good news is that with a few thoughtful tweaks, you can create a family home that feels more serene, soothing and supportive for everyone.

CLEAR THE CLUTTER

If there's one golden rule for creating a peaceful home, it's this: clutter must go. Studies show that visual chaos can heighten stress levels and even make us feel more fatigued. A tidy space, on the other hand, promotes mental clarity and a greater sense of wellbeing.

Start small! One drawer or one surface at a time is absolutely fine.

Maybe even involve your children by making it a family project, turning decluttering into a positive activity rather than a chore. You could even gamify this process by getting everyone to ask "Does this bring me joy or not?" as they sort through their belongings. Not only will this free up physical space and expedite the results, it also teaches children valuable lessons about mindfulness and gratitude.

Once you've pared things down, give every item a 'home'. Storage baskets, labelled containers and under-bed boxes are all simple solutions that make it easy to stay organised without your space feeling clinical or stark.

EMBRACE LAYERING

The colours and textures in your home play a big role in how it feels. Building in soft, muted tones (think gentle greens, dusky blues or

moon

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warm neutrals) makes for a backdrop that feels natural and nurturing. You don't need to repaint every wall though. Even introducing a few new cushions, throws or rugs in calming colours can shift the mood of your space dramatically.

Layering textures also helps to create a sense of comfort and warmth. Try mixing cosy knits with linen, add a jute rug for an earthy touch or drape a chunky blanket over the sofa for instant cosiness. Natural materials like wood, cotton, rattan and stone bring a grounding, timeless quality to family spaces that everyone will appreciate.

ZONES FOR RELAXATION

When family life gets hectic, it's important to carve out small pockets of calm. You can achieve this by designating specific areas of your home for relaxation, however modest the space may be.

A comfy reading nook by a window, a meditation corner with a few cushions and candles, or even a tucked-away spot for quiet play can make a huge difference. Having these 'quiet zones' encourages everyone in the family - grown-ups and little ones alike - to pause, unwind and take a breath when they need it most.

If space is tight, dual-purpose furniture like a window seat with built-in storage or a sofa with hidden compartments can help you squeeze in a calming corner without sacrificing functionality.

BRING NATURE INDOORS

Nature has a profoundly calming effect and you don't have to have a garden to reap the

benefits. Indoor plants not only freshen your air, they also create a visual connection to the natural world, which studies have shown can reduce anxiety and boost mood.

It's easiest to choose low-maintenance plants like pothos, spider plants or peace lilies if you're short on time. Or involve your children by letting them care for their own mini plant or terrarium if they're up for it! Fresh flowers, a bowl of seasonal fruit or even a simple vase of greenery snipped from the garden can all bring a sense of life and beauty to your home.

Natural light is equally important, so keep window areas clear to let in as much daylight as possible, and use soft, warm lighting in the evenings to create a relaxing, welcoming atmosphere.

ESTABLISH CALMING ROUTINES

A calm home isn't just about how it looks - it's about how it feels to live in. Routines create a sense of safety and predictability, especially for children, and can help keep the household running smoothly.

Simple rituals like lighting a candle at dinnertime, playing soothing background music in the evenings or having some group 'quiet time' before bed help to anchor your days and create meaningful moments of connection. One great tip for organised morning routines is to have a 'launch pad' area near the door for bags, shoes and essentials to make getting out the door less frantic.

Flexibility is key, of course. Life with children is rarely textbook perfect! However, having gentle rhythms in place gives everyone a sense of structure and ease.

KEEP TECH IN CHECK

Screens are part of modern family life, but they can also contribute to background noise and visual clutter that disrupts your household sense of calm. Consider creating tech-free zones or times. Perhaps this looks like no screens at the dinner table, or maybe it's keeping bedrooms screen-free after a certain hour.

Having a designated place to store devices, like a charging station tucked away in the kitchen, also helps prevent them from taking over family spaces. And leading by example, by swapping scrolling for reading, conversation or crafts, will gently encourage a healthier relationship with technology for the whole family.

TELL YOUR STORY

Finally, the calmest homes are the ones that feel personal and authentic. So, give yourself permission to surround yourself with things that make you smile! From family photos and children's artwork, to travel souvenirs or heirloom pieces passed down through the generations, find ways of creating a home that tells your family's story.

Creating a calm family home isn't about achieving minimalist perfection or having an Insta-worthy space. It's about shaping an environment that supports your family's wellbeing, encourages connection and provides a soothing retreat from the outside world. Rather than aiming for perfection, know that imperfection adds character, and a lived-in home, full of love and laughter, is the most welcoming and calming space of all!



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GOOD LIVING



The Editor's latest
beauty favourites and all
about the Mother, Baby
& Child Awards!

THE MOTHER, BABY & CHILD AWARDS

*Get ready for an evening full of celebration,
innovation and heartfelt recognition for all
those helping families flourish.*







In a region brimming with groundbreaking family brands, remarkable products and brilliant services in the maternity, baby and child industry, it's only fitting that we take a moment to celebrate the magic they each bring to the parenting journey. That's the heart of the Mother, Baby & Child Awards - a unique, community-driven celebration of the people, places and products that support families across the UAE.

Now returning in its 12th edition, this year's event promises to be more special than ever, because for the first time, the Mother, Baby & Child Awards will take place in collaboration with The Baby Expo Dubai 2025 - the Middle East's biggest maternity, baby and toddler event. The Expo introduces families to the resources they need, while the Awards spotlight the ones they already trust, creating an unparalleled event experience for families in the region.

A TRUSTED LEGACY

The Mother, Baby & Child Awards were created in 2011 with one simple mission - to spotlight the people and brands that genuinely make a difference to families. Whether it's a nursery that feels like a second home, a skin cream that keeps baby's eczema at bay, or a paediatrician who treats your child like their own - these awards are about recognising real support and real results.

Most of the awards are voted for by the public and are based on the honest opinions of mums and dads who know what truly works - with a select few categories judged by a panel of industry experts. This makes the MBC Awards one of the most authentic accolades in the parenting space and a meaningful recognition for those going the extra mile.

Over the years, the awards have grown alongside the region's vibrant parenting community, adapting to reflect evolving trends and family needs. From sustainability in baby care to digital innovation in parenting apps, the MBC Awards continue to highlight the brands and services parents value most.

REFLECTING REAL LIFE

This year, the 2025 Mother, Baby & Child Awards will feature over 40 categories, covering everything from pregnancy and postnatal support, to education, healthcare, wellness, beauty, entertainment and more.

Among the most anticipated are:

- Best Paediatric Healthcare Provider
- Parent And Lifestyle Influencer Of The Year
- Top Health And Wellness Brand

Mother Baby & Child Awards

in collaboration with



- Best Baby Milk Formula
- Best School
- Best Parenting App

Every category is grounded in a simple truth - parenting is not a solo sport. It really does take a village, and these awards shine a light on the tools, products and people who make that village stronger, safer and more joyful.

THE GALA DINNER

Mark your calendars for Friday, 16th May, from 6:30 pm at the elegant Ritz-Carlton, DIFC, for the Mother, Baby & Child Awards Gala Dinner.

The evening promises all the elements of a dazzling celebration, from fine dining, live entertainment, an inspiring atmosphere, and of course - the grand awards ceremony. Finalists and winners will be recognised on stage and receive an official award plaque, with highlights captured in the official Awards Video, hosted on the MBC website.

More than just a ceremony, the Gala Dinner is about community. It's a rare chance for industry professionals, brand leaders, healthcare providers and real parents to come together, connect and celebrate the shared mission of supporting families.

JUDGING WITH HEART

While most categories are publicly voted, a select few are decided by an esteemed judging panel made up of industry experts, parenting professionals and community figures who bring diverse experience



and insight to the table. Each judge is carefully chosen for their connection to family life, their professional expertise and their commitment to supporting mothers, babies and children.

Why your vote matters

For those who voted in the Mother, Baby & Child Awards, you're not just supporting a brand or service - you're giving a nod of thanks. Maybe it's to the moisturiser that soothed your newborn's sensitive skin. Maybe it's to the nursery who helped your toddler's separation anxiety melt away. Or maybe it's the maternity delivery team who gave you confidence and care in those first moments of motherhood. Your vote is your voice. It's how you share your story, uplift your community and help other parents discover what really works.

IT TAKES A VILLAGE

The Mother, Baby & Child Awards are built on connection. They reflect the power of community - one that grows stronger each time a parent shares a recommendation, a tip, or a vote of appreciation.

Supported by beloved sponsors such as Cybex, Hum Mum, Al Ain Farms, NML Hair Care, and Kids Spot, and in collaboration with Little Learners Nursery, BBC Good Food Middle East, and The Baby Expo Dubai, this year's event is truly a village effort - and one that's worth celebrating.

BE PART OF THE CELEBRATION

Every parent deserves to feel supported. Every child deserves the best. And every brand that helps make that happen deserves to be celebrated. Whether you're a parent who's been inspired by a product or service, a professional who supports families every day, or simply someone who believes in the power of community, the Mother, Baby & Child Awards 2025 are your opportunity to get involved.

To book your seats, visit www.motherbabychild.com/awards/2025/book-your-seats

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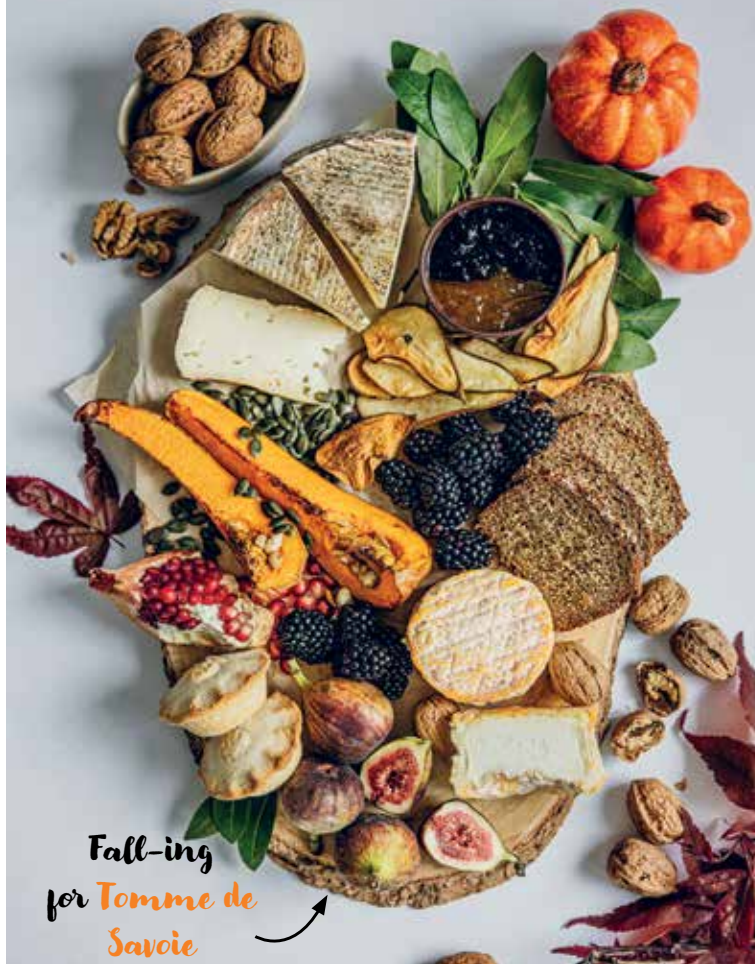


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This month, I'm spotlighting clean beauty essentials you'll want in your makeup bag and my skincare picks for May!

ELEVATE YOUR EVERYDAY GLOW WITH ILIA



When it comes to makeup that's as good for your skin as it looks on it, ILIA Beauty continues to set the gold standard. This month, the clean beauty favourite introduces two exciting launches guaranteed to elevate your everyday look - the Eye Stylus Shadow Stick and the much-loved Limitless Lash Mascara, now available in a beautiful new brown shade.

Created with skin-loving ingredients and a commitment to sustainability, these two hero products are designed to work smarter, not harder - which is what I love to hear!

All eyes on you

If you're looking for an eye product that delivers effortless impact, ILIA's Eye Stylus Shadow Stick (AED 125) might just be your new makeup bag essential. Inspired by the precision of calligraphy pens,

the clever angled tip design allows for everything from delicate definition to bold washes of colour - no professional skills required.

Each of the eight wearable shades is inspired by art history's most celebrated colour palettes, making them perfect for both everyday wear and elevated evening looks. Plus, the creamy, blendable formula offers 12-hour wear, all while reducing the appearance of fine lines over time.

What makes it even better? The formula features upcycled grape extract, a rich source of antioxidants, underscoring ILIA's commitment to creating high-performance, sustainable beauty. With a weightless feel and a nourishing effect, this eyeshadow stick bridges the gap between makeup and skincare, offering immediate impact with long-term benefits. It's age-inclusive beauty at its finest - performance-driven, accessible and completely clean.

Lashes without limits

ILIA's award-winning Limitless Lash Mascara (AED 110) has earned cult status, and now it's available in a universally flattering brown shade that brings a soft, natural elegance to your look. Perfect for daytime glam or enhancing lighter hair tones, the brown version offers the same lengthening, lifting and separating power as the original black.

The unique dual-sided brush lets you customise your lash look, acting like a brush and a comb in one. With a nourishing formula that strengthens lashes over time, (featuring organic shea butter and fortifying arginine) it's safe for sensitive eyes and contact lens wearers alike.

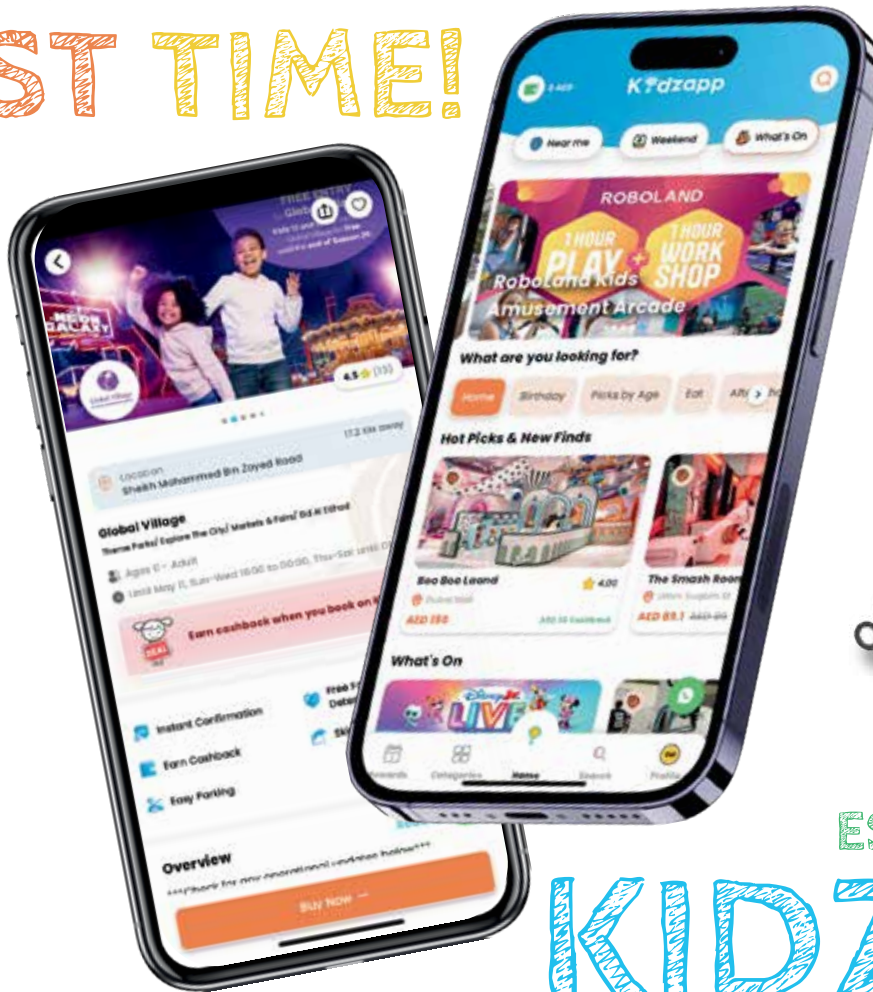
Lightweight yet long-lasting, this mascara wears beautifully for up to 12 hours without clumping, flaking or smudging. Better yet, it removes effortlessly with just warm water, so there's no need for harsh rubbing or tugging at the delicate eye area.

Clean beauty lovers, this is your call to action! Whether you're heading to a casual brunch or dressing up for a special evening, ILIA's newest launches promise to deliver effortless beauty, incredible performance and the skin-caring goodness you deserve.

ILIA Beauty products are available at leading online retailers, such as www.noon.com, www.glambeaute.com, www.namshi.com and more.



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THE SKIN DIARY ARRIVES IN THE UAE

I'm so happy to tell you that one of Ireland and the UK's most talked-about brands has officially arrived in the Middle East. The Skin Diary, founded by Irish dermatologist Dr. Clare Kiely, brings a refreshing clinical approach to ageing well, starting with its standout hero product - Night Repair Therapy.

Already a sell-out success in the UK and Ireland, this powerful formula is now available in select clinics in Dubai and Abu Dhabi, and it's set to change the way we think about retinoid skincare.

Reimagining retinoid care

Night Repair Therapy offers all the transformative benefits of traditional retinol, but boosted to a new level, without the dreaded irritation. In clinical trials, the product doubled collagen and elastin fibre density, reduced visible wrinkles in just seven days and restored the skin barrier, making it a powerhouse treatment for sun-damaged and dehydrated skin - which is especially critical in the harsh Gulf climate.

Groundbreaking results

Developed alongside internationally renowned dermatologist Professor Chris Griffiths OBE (the scientific mind behind the original Boots No7 Protect & Perfect range), Night Repair Therapy builds on decades of groundbreaking research into retinoids and skin regeneration.

Unlike traditional retinoids that can cause redness, peeling and sensitivity, Night Repair Therapy uses a unique combination of retinyl esters and peptides. The result is prescription-strength performance with over-the-counter comfort - no downtime, no irritation, just visibly healthier, younger-looking skin. How exciting!

Skincare that works

At the heart of Night Repair Therapy is a potent blend of retinyl esters, peptides to boost collagen production, bilberry and lycopene for antioxidant and UV defence, and a cocktail of skin-identical lipids and multi-molecular hyaluronic acid. Every

ingredient is chosen to enhance absorption, repair your skin barrier and deeply nourish your complexion from within.

Dr. Tamara W. Griffiths, co-developer of the formula, tells us "We designed this product for discerning consumers who demand real science, and real results."

Ageing with grace

With its dermatologist-driven ethos and evidence-based formulations, The Skin Diary is setting a new standard for skincare in the Gulf region. Night Repair Therapy is already available at select locations across Dubai and Abu Dhabi, with a wider rollout across the GCC planned later this year.

For those serious about ageing well, and doing it with integrity, The Skin Diary's arrival couldn't have come at a better time. Clinical-grade, compassionate skincare is finally within reach.

To learn more or find your nearest stockist, visit www.theskindiary.com.



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SOOTHE YOUR CHILD'S ECZEMA WITH LUSH



When it comes to finding a skincare solution that's gentle enough for children and effective enough to tackle eczema-prone skin, Lush's Dream Cream Self-Preserving Hand and Body Lotion is a product I whole-heartedly recommend trying. This rich formula has garnered a devoted following for its ability to calm irritation, reduce redness and grant some much-needed comfort to anyone with sensitive skin.

A winning recipe

Made with over 30% oat milk, Dream Cream Self-Preserving Lotion is a soothing blend of skin-loving ingredients that includes calming chamomile, rose water, Fair Trade cocoa butter and nourishing olive oil. The hero ingredient, oat milk, is known for its anti-inflammatory and skin-softening benefits – perfect for delicate skin. The formula is also completely free from synthetic

preservatives, making it an ideal option for those looking to minimise disruption to the skin's microbiome.

Clinically proven results

In a clinical study conducted by LUSH, 50 children aged 3–12 with mild to moderate eczema used the lotion daily for four weeks. Parents focused application on common problem areas such as inner elbows, knees and thighs – places where irritation often flares up – and the results were undeniably impressive.

Dermatologists involved in the study observed reduced redness and dryness, as well as improvements in overall skin texture. Parents reported a noticeable decrease in scratching and irritation – in fact, 85% of them felt the product was effective, with many also saying their children slept better thanks to reduced itching.



Unwind in comfort

The lotion's formulation includes extra virgin olive oil and cocoa butter to soften the skin, while lavender and chamomile oils offer soothing effects. This combination not only addresses the physical symptoms of eczema but can also make for a lovely, calming bedtime routine, which is an added plus!

A feel-good formula

Dream Cream's self-preserving formula doesn't just benefit your skin – it's part of LUSH's wider commitment to creating ethical, environmentally responsible skincare. The absence of synthetic preservatives means less interference with the skin's natural barrier, and the short shelf life encourages conscious consumption. It's gentle, fresh and kind – not only to your child's delicate skin, but to the planet too.

Whether you're managing flare-ups or simply looking for an everyday body moisturiser that won't aggravate kids' sensitive skin, Dream Cream is a must-try. I recommend you apply it generously post-shower to lock in moisture or use it throughout the day on any dry patches as needed. The velvety formula sinks in quickly and without greasiness – perfect for little ones and grown-ups alike. For parents who want a natural, effective solution to soothe their children's sensitive or eczema-prone skin, I think Lush's Dream Cream Self-Preserving Hand and Body Lotion is a family skincare hero that is absolutely worth trying!

Available in LUSH stores and online, Dream Cream Self-Preserving Body Lotion starts from AED 55.

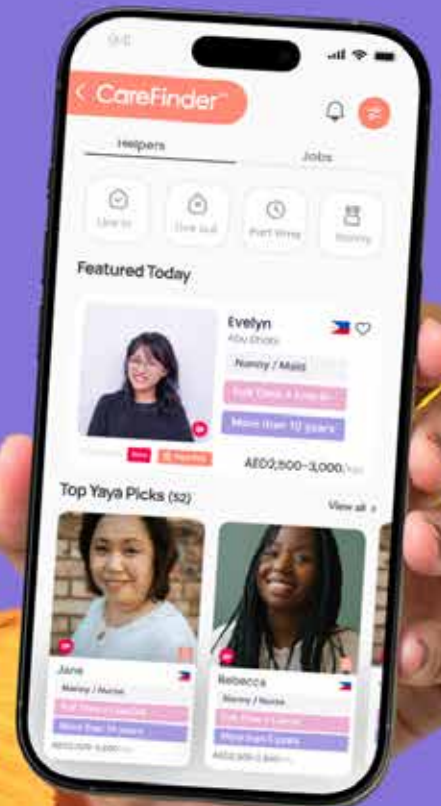
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