



The BabyPlus™ Prenatal Education System

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Created by a developmental psychologist, The BabyPlus™ Prenatal Education System is a patented, early curriculum and prenatal education system that introduces patterns of sound to a prenatal child in the one language they can understand—the maternal heartbeat.

The Ultimate In Prenatal Cognitive Development Concepts

While other companies are busy in developing *postnatal* products for mothers, The BabyPlus Company™ chose to focus on *prenatal* concerns and develop a product to fit an important need in that arena. Introducing the BabyPlus Prenatal Education System. Created by a developmental psychologist, the BabyPlus Prenatal Education System is a patented, early curriculum and prenatal education system that introduces patterns of sound to a prenatal child in the one language they can understand, — the maternal heartbeat.

Understanding The Environment Of The Womb For The Baby

As referenced earlier, a baby recognizes and is used to one primary and consistent sound, the maternal heartbeat. What is not realized though, is that the maternal heartbeat is a singular beat which will vary in speed, but still remains as one singular beat. According to a number of studies from UCLA and other prominent universities, which were examined in the development of this review, cognitive skills are developed in a baby before birth, but at a minimum level, depending upon the amount of stimulation from the outside environment. (*A to Z of Child Development: From Birth to Five Years* is but one of many books we also used in our research for this review.) This is where the BabyPlus Prenatal Education System comes into play.

As a baby discriminates the simple rhythmic sounds of the BabyPlus Prenatal Education System from those of the mother, learning begins at the earliest stage. The safe, 16-week curriculum is used one hour twice a day, teaching the child to distinguish between his or her mother's heartbeat and the sounds produced by BabyPlus. As the pregnancy progresses, the BabyPlus Prenatal Education System lessons advance slightly. This 'auditory exercise' strengthens learning ability during the developmental period when the advantages will be most significant for a child. Much like a prenatal vitamin encourages strong physical development, BabyPlus encourages strong cognitive development.

The BabyPlus Prenatal Education System - An Informal Test Study

It is a well established fact that some simple aspects of the functioning of the human nervous system appear very early. By the second month of pregnancy, an avoidance reaction, the withdrawal of the hand region by contraction of the neck muscles, occurs if an unpleasant stimulus is applied to the embryonic upper lip. These developments imply that simple arc reflexes are already differentiated at this stage, with appropriate synaptic connections and inter-neuronal activity being brought into play in order to coordinate muscular movements (Rose, 1989, p. 192).

In our own test study conducted in cooperation with doctors from a primary medical treatment and research center in Los Angeles, (*who must remain anonymous due to facility liability policies*), we used The BabyPlus Prenatal Education System with two separate mothers. The doctors consisted of a prenatal, cardiologist, neurologist, and a developmental specialist/psychologist. According to the doctors, they established strong evidence that just as unpleasant stimulus causes an avoidance reaction in a baby in the womb, The BabyPlus Prenatal Education System appeared to generate a positive response with the babies, one of which was just born.

It was noted that BOTH unborn infants appeared to be quite abrupt in their movements within the womb during the four week study. After three weeks of the mothers using The BabyPlus Prenatal Education System, they appeared to become more calm and the abrupt movements dropped by well over 80%. As the developmental specialist/psychologist expressed, *"In an 'informal' capacity in my statement, I could honestly state that this study appears to have demonstrated a high percentage of probability that this product does in fact stimulate cognitive development."*

Temperament, and therefore personality, is not merely genetic: it begins in the multitude of genetic instructions that guide the development of the brain and then is affected by the prenatal environment (Berger, 2000, p. 219). Putting all of this into a more simple language anyone can understand, it is assumed that the use of the BabyPlus Prenatal Education System will increase a prenatal infant's cognitive skill development as well as have a positive impact on the development of an infant's temperament.

The Look An FEEL Of BabyPlus

Now I have already covered the information for the "naysayers" to establish factual evidence of the productive use and benefit of The BabyPlus Prenatal Education System, but let's us move on now to the more simple factors only a mother can truly appreciate.

In speaking with the two pregnant mothers throughout the testing period, I was most curious as to how it felt to wear the BabyPlus Prenatal Education System. The ladies just giggled and found my question rather amusing. Deidre, the first pregnant mother shared with me that at first, it was an usual item which required some getting used to but with time she literally forgot it was even there.

Sandra, the second mother was more informative with her description and details. She expressed how like Deidre, you really forget it's even there, but she went on further with details. She noticed how it was not binding in the slightest, yet stayed pretty secure when she was doing various activities. When I queried the two ladies in regard to the look of it while they were wearing the BabyPlus Prenatal Education System, they both giggled yet again, because they both had a blouse over it so no one really even noticed it until they attached or removed it. Both ladies expressed that using the BabyPlus Prenatal Education System was quite simple, comfortable, and not the slightest of a bother or visual distraction.

Getting Down To The Breakdown Of Ratings

While other organizations will define their ratings in a "blanket" method which simply defines each rating in an overall usage, we choose to take a different approach. Each individual rating that was assigned to this a product based upon our evaluation process, is briefly explained as to how that specific rating score was reached. The ratings for this product are listed below.

Comfort: Rating Level **5** - The mothers used in our evaluation were overjoyed with the comfort of using the BabyPlus Prenatal Education System. The actual unit is held in a soft fabric pouch which is held in place via a soft strap which the mother fastens around her waist on the mid-level of their abdomen. Both mothers expressed how they soon forgot that the unit was even there in the first place! Deidre expressed, "*I never imagined this could be so simple, yet effective and comfortable at the same time!*"

Design Quality: Rating Level **4** - While esthetically, the BabyPlus Prenatal Education System looks great and appears to be quite effective, design quality plays an important part of our evaluation. Although the unit is enclosed in a fabric pouch, withstood serious vibration and pressure tests, there was a small concern of damage which could occur to the unit when out of the fabric pouch. Considering how stressed a mother is in her prenatal period with her child, the unit could easily be left out, loose, and open to be damaged from being dropped, stepped, on, or sat upon. This caused the BabyPlus Prenatal Education System to still hold an above average rating, yet was docked a single digit for this factor.

Durability: Rating Level **5** - When it comes to durability, we put the BabyPlus Prenatal Education System through a series of rather "*unorthodox*" tests. The unit was placed in a paint mixer which shakes a can of paint to be shaken at an incredible repetitive rate of speed. The second test was with a centrifuge for separating liquids and other materials by way of spinning the containers attached at an incredible rate of speed. Following these tests. there appeared to be no aberration or distortion in the sound or performance of the BabyPlus Prenatal Education System unit. No question about it, the unit was built to last despite the concept of how it is used in actual application of use.

Ease Of Use: Rating Level **5** - Ease of use is an easy one in this case. The mothers were quite prompt to express how easy it was to attach the strap and insert the unit in the fabric pouch. It's REALLY simple!..as easy as one, two, three. Just enclose the unit inside the fabric pouch. With the speaker pointed inward, place the unit on your abdomen at mid-level and fasten the strap around your waist.

Functionality: Rating Level **4** - Functionality is a bit of challenge to accurately determine in this situation. A generous amount of information was read in reference to the BabyPlus Prenatal Education System, looking for any irregularities or reports

of any issues, but none were found. No formal test studies from accredited testing institutions were available for review so all we had to work with was our own informal test studies combined with loads on research and study on prenatal cognitive development. Although the informal testing proved quite fruitful and informative, there simply isn't a formal established test study to compare our findings against so the BabyPlus Prenatal Education System was docked one point in this portion of the evaluation process.

Marketing Value: Rating Level **5** - Determining the marketing value rating was simple and to the point. Our guidelines clearly spell out what we are looking for and combining the ratings established from the guidelines with the actual hands-on experience with the test study evaluation, it was easy to see that the BabyPlus Prenatal Education System is a product which has high potential and is sure to be a strong item on the shelf in stores and specialty shops.

What you have here is a product that has truly earned not just the acceptance to bear The Toy Man Seal of Approval, but the Award of Excellence is well deserved as well. The limited number of products which now rank high enough to obtain the Award of Excellence are great, but the BabyPlus Prenatal Education System truly reminds us why this award goes to only the very best products which break the mold and create an entirely new path for others to follow.