



The BabyPlus Prenatal Education System
Evaluated by: Rev. James G.W. Fisher - Product Evaluation Specialist
Product Evaluation Summary Date: 09/22/2008

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.

Our Evaluators Reports

While it was great to have the incredible support from the doctors with the two pregnant women providing their feedback, there is nothing like the feedback from an OB/GYN doctor who has actually written a report and videotaped all visits with the patients, (*with patient consent*), to affirm even greater validation of the results.

The OB/GYN doctor from the Los Angeles area who was one of the latest evaluators of this product, recently completed her report and was quite consistent with the findings from the doctors in our earlier segment of our evaluation. She wrote in her report that, "*My comparative evaluation study with three of my patients using the babyplus system, and three patients not using it, provided quite interesting results. The infants of the mothers who made use of the babyplus system, demonstrate a distinctive advancement in their critical skill development in comparison with the other three babies. Although this is a limited study and cannot substantiate absolute evidence under the current method of my evaluation, there is high probability that the babyplus system does in fact have a dramatic impact in prenatal critical skill development based upon my own study results.*"

In order to try and add even greater validity to the OB/GYN doctor's opinion, we asked a clinical psychologist to review the videotapes and provide her own report from them. She was not made aware of the fact that the BabyPlus Prenatal Education System was used by three of the infants mothers. Her task was to identify any significant differences between the six infants. In her report she made note of, "Three of the infants demonstrated a strong difference in their cognitive/motor skills in comparison with the other three infants. Their movement of their limbs was not so random as most infants; more defined and with actual deliberate function."

The reports of the two credentialed professionals who wrote reports for us serve as substantial content which combined with our own evaluation findings, provides a greater understanding of the value and function of the BabyPlus Prenatal Education System. There is no question about it, the BabyPlus Prenatal Education System has established a very strong record of validation of its functional use. This was a vital part in our re-evaluation of the product for the product to show it has what it takes to be a recipient of The Toy Man Seal of Approval and awards.

Hands-On Consumer Evaluation Says It All

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 **5** - Functionality is a bit of challenge to accurately determine in this situation. The BabyPlus Prenatal Education System has now been through multiple independent medical studies which suggest it has a strong contribution to pre-natal critical skill development. Based upon our own studies and independent studies completed by credentialed medical professionals in the appropriate fields needed, we have established that the BabyPlus Prenatal Education System has earned a perfect score in this category.

Marketing Value: Rating Level **5** - Determining the marketing value rating was simple and to the point. It was all too clear with every person who we made contact with in discussion about the BabyPlus Prenatal Education System, that the level of popularity was well beyond measure. Every mother who has used the product in our evaluation process has had nothing but praise. 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 and eChoice Award are well deserved. The BabyPlus Prenatal Education System truly reminds us why these award go to only the very best products which break the mold and create an entirely new path for others to follow. This is especially so when it comes to critical skill development.

THE TOY MAN™ SEAL OF APPROVAL



SEAL OF APPROVAL

2008

"The Toy Man™ Seal of Approval" serves as an emblem of professional recognition for having met the high standards of The Toy Man™ Product Guide for quality, safety, value, and product integrity. In essence, only the products submitted for our evaluation which have what it takes to meet our high standards are approved for induction!

It is important to realize that this emblem was established in 1971 by the [INTERNATIONAL PARENTING institute™ \(IPI™\)](#), for exclusive use by [The Toy Man™ Product Guide](#) in its product evaluation process. It is modeled after the "[Good Housekeeping Seal of Approval™](#)", an emblem of

recognition for products which meet the globally recognized high standards set forth by the Good Housekeeping Institute™.

THE TOY MAN™ AWARDS



2008

The Toy Man™ Award of Excellence - The products and services which become recipients of The Toy Man™ "Award of Excellence", are those which rise to the very top in their evaluation. These products/services not only passed our strict and constantly evolving evaluation guidelines, their evaluation earned an overall category rating of "5", the highest level of rating available on a 1-5 scale basis.



2008

"The Toy Man™ eChoice™ Award" (*Editors Choice Award*) - This is more than just an award, this is the "brass ring" so to speak; the award that serves as an emblem of recognition for products / services which contribute *substantially* to positive skill growth and productivity. This productivity is measured in the value of potential cognitive/critical skill growth and/or overall level of improvement in an individual or group from the use of a product or service.

PLEASE NOTE: If this review is for 2008 or later, the award image displayed is the new 2008 version of the eChoice Award. The former version of the eChoice Award has been retired but is still valid.