















BRAIN BUILDERS

The first year of your newborn's life is full of excitement, exploration and evolution. Your infant's view of the world changes every day as their brain continuously grows and develops. The Brain Builders series understands this journey of development, and has created a series of toys specifically tailored to unlock your infant's cognitive skills at every key milestone within the first year of life through fun, interactive and connected play.

Baby milestones and how your child will develop in year one

Guidelines for baby development and fantastic firsts

- AGE:
- EYE
- EAR
- NECK
- MOUTH
- HANDS
- FINGERS
- Legs and Hips

NEWBORN	1 MONTH	2 MONTH	3 MONTH	4 MONTH	5 MONTH	6 MONTH	7 MONTH	8 MONTH
Babies were born with the innate ability to react and their natural reflexes to guide them through their surroundings.	At one month, your newborn's five senses are rapidly developing.	Newborns gain a wider field of vision as they start rotating their head side to side to see the world around them.	Driven by curiosity, infants will use their hands and mouths to explore the world around them.	As they can keep their necks steady, the world in their eyes changes from a two-dimensional to a three-dimensional world.	After being able to control their heads by themselves, babies begin exploring the world with their sense of touch.	Babies fuel their curiosity by exploring their surroundings as they roll, tumble, and touch.	Babies begin sitting up by themselves and using their hands freely. And their fine motor skills have been improved as well.	Babies start playing with purpose and intent. They can crawl and move toward objects of interest.
Newborns can distinguish objects approximately 12 inches away, but can't identify colors.	Newborns are attracted to objects with striped patterns, bright colors and mother's faces.	Newborns start to track objects of interest. They will stare at their hands with curiosity.	Their range of vision continues to grow as eye tracking skills develop.	With a developed sense of perception, their eyes can move and see objects in unison for the first time.	Babies can recognize the familiar faces in their lives.		The whole world is becoming three-dimensional in their eyes now.	
Babies can immediately identify voices after birth from what they heard when in the womb. Research has shown more positive reactions to high-pitched toned voices.	The sound of steady swoosh or rustle is calming to newborns as it emulates the sounds heard while in their mother's womb.	Newborns innately turn to locate sounds of interest.	Infants can recognize different intonations of high and low pitches sounds of speech.	Infants can lift their heads and rotate their head with better muscle development.		Babies begin identifying different rhythm and sound patterns.		
		Newborns begin turning just their head as they please.	While lying on their belly, infants strengthen their neck and shoulder muscles as they attempt to lift their heads.			Babies will turn in the direction as their name is called.		
Babies will tend to suck on everything put near their mouths.	Newborns will be skillful with sucking at mother's breast as their oral muscles have developed well.	Newborns begin to babble as their first step to word formation.	Infants confirm objects by moving objects from their hands to their mouth.		Teething begins as they soothe their sore and itchy gums.		Babies will be good at sucking in and their front teeth start to grow in.	Babies begin to master the art of blowing and sucking air to create sound.
When mom puts her finger into a baby's palm, it will be held tightly as a conditioned reflex from your newborn and give them a sense of security.			Infants can utilize two hands as their motor skills are developed.					
	Most of new born's hand movement is unconscious.	Newborns begin grasping lightweight blankets but still find it difficult.	Infants develop hand-eye coordination.	Improved hand-eye coordination allows them to pass objects from one hand to another.	With improved grip strength, Babies can play with rattles on their own.	Babies begin banging blocks together with the purpose to create sound.		Babies will be able to drop and pick up objects with discretion.
			Fingers become an object of affection to suck on.	Like gripping their hands and putting their hands on chest crossed.	They can grasp objects using all five fingers.	They try to pinch things with thumb and index finger.		They can open a door or even a drawer now.
Gently touching the soles of their feet, Giggles may ensue.	Newborns unconsciously move their feet as they begin developing gross motor skills.		Reaching for their toes becomes one of their favorite stretches.		While sleeping, babies start to sprawl, turn, and roll over.	Babies will be able to sit independently for brief periods.	Babies begin practicing the action of walking with the assistance of their parents.	Babies begin crawling and attempting to stand with supported.
BB003: LULLABY RATTLE 	BB085: NEVER DROP BABY CHEW 	BB064: FEATHER-LIGHT TEETHING RATTLE  BB108: BABY SENSES COORDINATOR 	BB034: LIKE IT PACIFIER  BB078: TWO HANDS TEETHING RING 	BB124: BABY YOGA EXERCISE BALL 	BB041: SAMMY SQUID TEETHER  BB025: EDUCATIONAL EDDIE RATTLE 	BB071: MAGIC REFLECTION BALL 	BB027: PUSH&PULL UFO  BB019: MULTI-SENSE TRUMPET 	BB125: CATCH ME IF YOU CAN! LION 