

Empowering Children for Happy, Well-Adjusted Lives



Today's fast-paced, competitive world often creates a gap between the modern values of success and excellence and the values of a child's inner world. This gap can affect the child's learning, eating, sleeping, socializing and sense of well-being.

The **ToysNTales'** product lines help to bridge this gap. Each product addresses specific challenges in a child's daily life, which promotes self-acceptance and reveals ways for children to grow by empowering them with skills such as critical thinking, creativity, collaboration and communication.

ToysNTales' award winning products help children learn, eat, sleep and socialize better by connecting:

- 1 BOOKS with TOYS and GAMES**

Each product consists of a fictional story brought to life by toys and games that enhance the underlying educational theme through play, role playing, guided activities and creativity.
- 2 CHILDREN with PARENTS, TEACHERS and professional CAREGIVERS**

Each product provides an educational message using multiple levels of approach. Perfect for every setting – home, education, libraries and homeschooling.
- 3 EDUCATIONAL NON-FICTION & FICTION**

Products are developed by professionals with a wealth of scientific study, psychological research, expertise and field experience. Our presentation: The look and feel of high-end entertaining books, games and toys.
- 4 HUMOR & PLAY, MYSTERY & MAGIC**

What is our key ingredient? Children learn while having fun!



2007 - 2008

Toys'NTales team:

Sarah Itzhaki, a Ph.D. in medical science and clinical nutrition, uses her expertise in research, clinical treatment, child and family therapy to promote behavioral change. Her goal is to use fun experiences to encourage healthy choices and happy lifestyles for children and their families.

Steven Tobias, Psy.D., is a licensed psychologist and director of the Center for Child & Family Development in Morristown, New Jersey. His is an expert on issues of child development, social skills and behavioral disorders. He has co-authored several books, including Emotionally Intelligent Parenting.