

Birth Affirmations

SINCE 1963
**Elizabeth
Anne's®**

Each surge brings
my baby **closer**
to me

I **am content**
with the type of birth
my baby needs

I **relax** my body
so it can **release**
my baby

My body, my baby
and I are working as
a team

I am
calm and
in control

My body knows how to
birth this baby, just as it
knew how to **grow**
this baby

The pain that I'm
feeling cannot compare
to the **joy that's**
coming

My birth will be
amazing and
joyous

My body
knows how
to give birth

I can do
anything for
one minute

My courage is
stronger than
my fear

Birth is
miraculous
however it
happens

There is
nothing
to fear



♥ Elizabeth Anne's Stretchmark Cream

Elizabeth Anne's Mama range is thoughtfully crafted to care for your skin's changing needs during pregnancy and early motherhood. Our pH-balanced Stretch Mark Cream blends natural oils, collagen and Vitamin E, clinically proven to help visibly reduce the appearance of stretch marks.





Developmental Chart

Age	Motor	Fine Motor	Language	Personal/Social
5 - 6 years	Heel-To-Toe Walking Walks on a straight line	Draws a person (5 parts)	Defines 7 words Asks questions	Plays board games
3 - 4 years	Rides tricycle Hops	Copies	Names 4 colours	Dresses without help Toilet trained
21 - 24 months	Jumps up	Tower of 6-7 blocks	20 or more clear words	Self feeding Helps dress themselves
18 - 20 months	Kicks ball forward	Tower of 3-4 blocks	Name 1 picture Combines words	Washes hands
15 - 18 months	Walks up steps Runs	Builds tower of 2 blocks	5 words Babbled sentences	Enjoys looking at books with adult
12 - 15 months	Walks well Walks backwards	Stacks blocks Throws items	Knows own name 3 words	Using spoon & fork
10 - 12 months	Stands alone	Picks up items with 2 fingers	2 words	Waves bye-bye Imitates actions
9 months	Pulls to stand	Compares 2 cubes by bringing them together	1 word	Drinks from cup
8 months	Stands with support	Passes toy to mom	Combine syllables	Looks for dropped toys
7 Months	Sitting with support	Thumb-finger grasp	Makes dada/mama sounds	Shows stranger anxiety Plays peek-a-boo
6 months	Starts to roll over	Looks for object	Turns to rattling sound	Stretches arms out to be picked up
5 months	Pulls up to sitting with hands held	Reaches out for held object	Turns to voice	Directs objects to mouth
4 months	Sits with support (head steady)	Follow moving toy to 180 degrees	Laughs	Smiles spontaneously
3 months	Can tilt head to 45°	Grasps rattle	Makes sounds	Smiles responsively
2 months	Lifts head for a moment or two to 45°	Eyes follow object from side to side	Responds to bell sounds	Only slight grasp



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♥ Gentle, trusted and made
with love and care.

Correct Breastfeeding Latch-on

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1 Mouth covers the areola

2 Lips gently flanged out

3 Chin resting against the breast

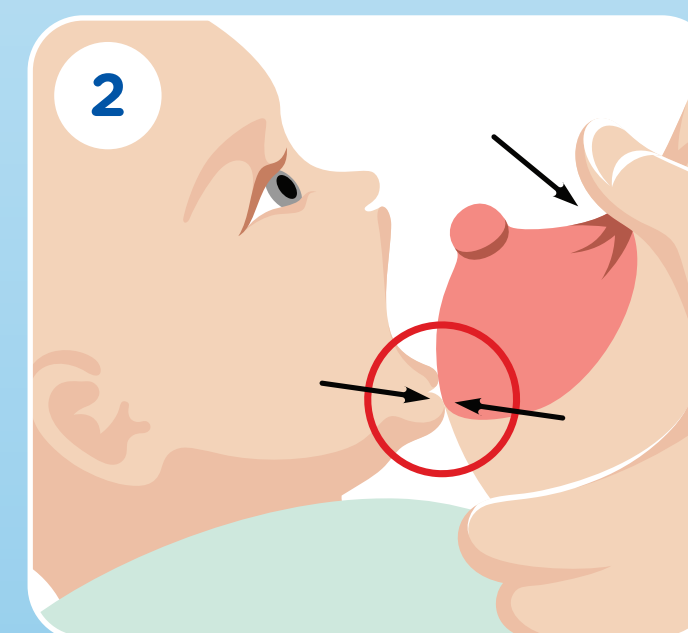


Correct Positioning

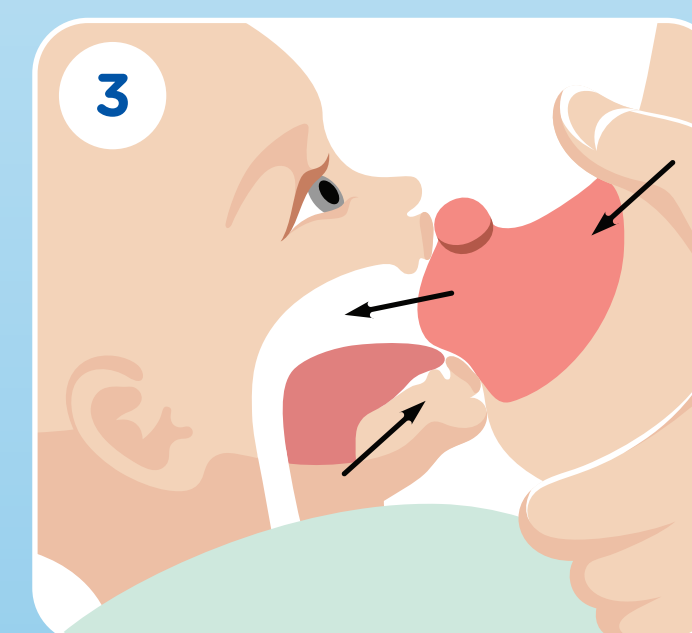
Baby is well aligned and close to mom



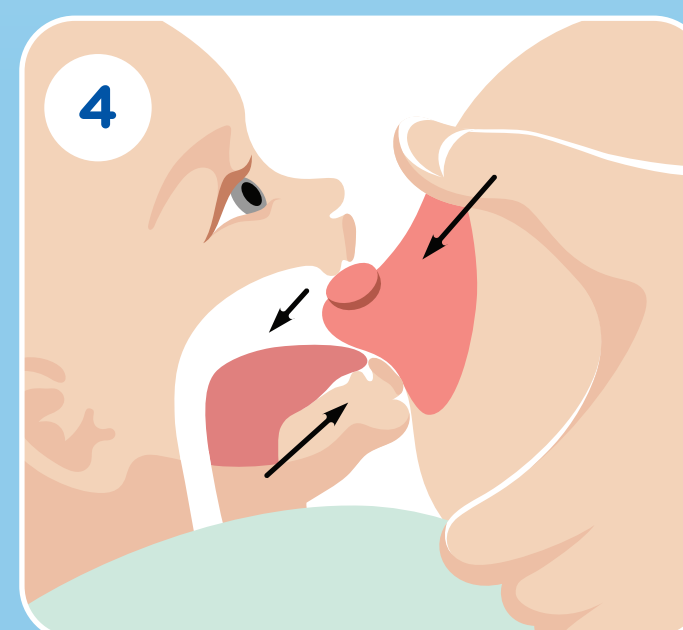
Position baby nose to nipple, chin touching breast.



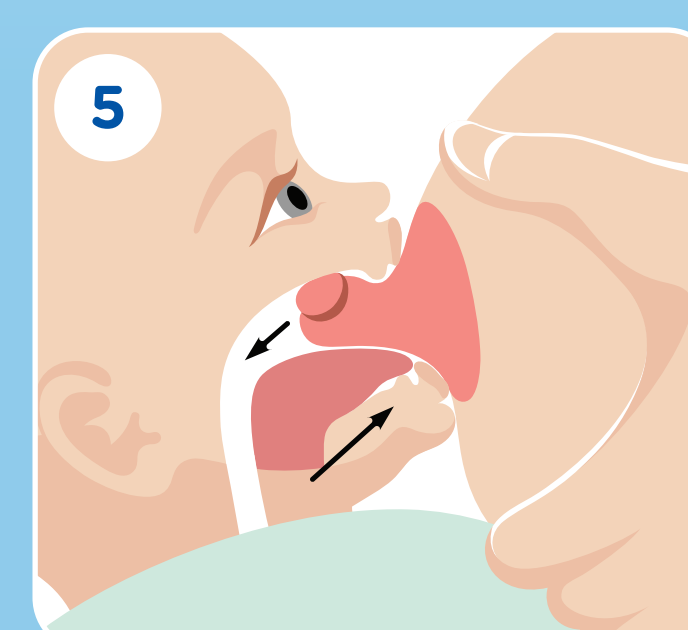
Nose to nipple, chin to breast.



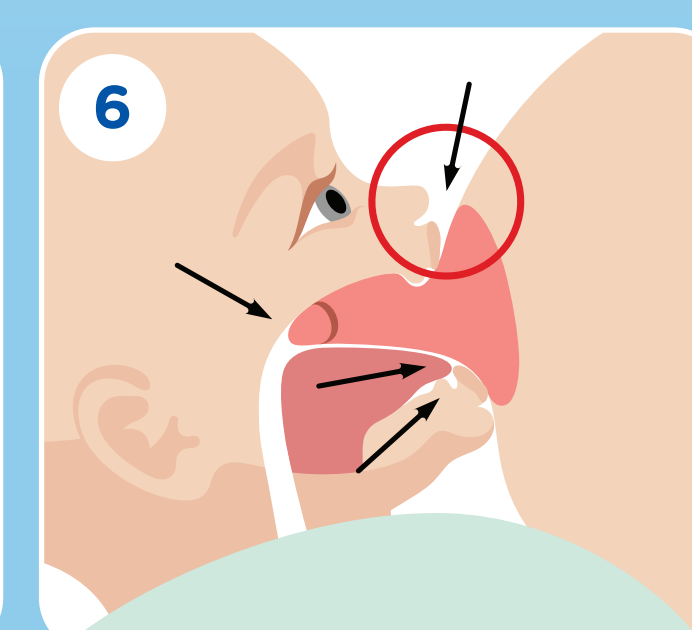
As baby opens wide, gently guide the nipple in.



Aim for a deep latch, taking in more of the breast below the nipple.



Let the nipple slip in last.



Baby has a good deep latch.

♥ Elizabeth Anne's Nipple Cream

Elizabeth Anne's Nipple Cream provides gentle relief for cracked, chafed and sore nipples, helping to keep them soft, smooth and comfortable throughout your breastfeeding journey.



Bathing Delight

Bath time is more than just a routine, it's a moment of connection, comfort and love.

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Create a warm, cosy space

Babies love water, but it should feel comforting, warm and soothing to the touch. Always test with your wrist.



Prepare with care

Undress your baby on a safe surface, leaving the nappy on until last. Wrap baby gently in a towel to keep them secure and calm.



Clean gently

Use clean water to softly wipe the eyes and face. Always be gentle, using fresh cotton or cloth for each eye.



Wash with love

Hold baby securely. Wash hair and body with a small amount of gentle cleanser, from head to toe. Take care, soapy babies can be slippery.



Let them enjoy the moment

Give your baby time to move, feel the water, and relax.



Wrap, dry and cuddle

Lift baby out safely, wrap in a soft towel, dry all the little folds, and enjoy a warm cuddle.



Nurture their skin

Moisturise gently and apply a barrier cream before dressing.



Finish with connection

Skin-to-skin or a gentle massage after bath time helps baby feel safe, calm and deeply loved.



♥ Elizabeth Anne's Special Baby Shampoo

Our Special Baby Shampoo has been trusted by generations of parents. Its soap-free, tear-free formula gently cleanses and conditions delicate skin and hair, leaving behind the soft, comforting Elizabeth Anne's scent you know and love.



Safer sleeping

Your baby's sleep should be as safe and comforting as your arms.



1 Sleep close

Keep baby in your room for the first 6 months.



2 On their back

Always place baby on their back to sleep.



3 Keep it cool & calm

A comfortably cool room helps prevent overheating.



4 Clear is safest

A firm mattress and light bedding are all baby needs.

No pillows, toys or bulky blankets.



5 Smoke-free always

A clean, smoke-free space keeps baby protected.



6 Feed with love

Breastfeeding supports your baby's health and wellbeing.



7 Safe, simple, secure

Every sleep, day and night, is a chance to keep baby safe.



♥ Elizabeth Anne's Goodnights Range

Each product is designed to soothe and calm, while gently moisturising your baby's delicate skin. Free from colourants, sulphates, and parabens, and enriched with calming lavender and chamomile. Dermatologist and paediatrician approved.



Skin-to-Skin

From the very first moment... and beyond.

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Hold baby close

Place baby on your chest at birth and as often as possible in the early months. No separation, just closeness, warmth and love.



Nature knows best

Babies are born to find the breast. With time and skin-to-skin contact, they will naturally latch and feed.



Keep it simple

Baby in a nappy, mom bare-chested. Wrapped close, safe and secure, just as nature intended.



A place they belong

Before birth, baby grows in the womb.

After birth, baby thrives on mom's chest.



Gentle, powerful care

Skin-to-skin helps regulate baby's breathing, temperature and heartbeat, while strengthening bonding and feeding.



More than a moment

It's a journey of comfort, connection and lifelong wellbeing.



♥ Gentle, trusted and made with love and care.

**Baby
TALKY**