



PARENTINGGUIDE

TOP BABY GEAR | EXPERT ADVICE

LatchPal[®]
and friends

**PARENTING:
TIPS, TRICKS, &
CHECKLISTS**



PARENTING TIPS
THAT REALLY WORK

BREASTFEEDING
NEED TO KNOWS

BABY ESSENTIALS
CREATED BY PARENTS

You are like a diamond-
Strong, Resilient, & Beautiful...



Connect with other amazing moms, just like you.
at MommyCon, Bump Club Beyond & Good Foundation.



But...Some days you just need caffeine
and some good reading material.





Hello from the Editor

Hi, 'm Melissa! I'm a mother of two, the editor of this Parenting Guide, and the creator of the **LatchPal Breastfeeding Clip**. LatchPal holds up a mother's shirt while nursing and pumping. It's easy to fasten with one hand and eliminates chin cinching, shirt repositioning, & feeding disruptions.

I've done a lot of soul searching on what it means to live a full life. For me, it means *supporting new parents and helping moms achieve their breastfeeding goals*.

While every parenting journey is different, we all need a helping hand. As a breastfeeding mom, I know how rewarding and challenging nursing can be. Every mom strives to do her best, yet too many feel judged and receive side-eye stares. I together with these brands and sponsors are **HERE TO SUPPORT YOU** and make your journey easier.

The tips, tricks, and products contained in the pages that follow WILL simplify your journey. I hope you enjoy *the content, coupons, ultimate giveaway, and share it with family and friends*.

Congrats on joining the parenting club! -

xo, Melissa

Creator of LatchPal & Little Zip



"Our friends have a way of reminding us of how fabulous we are when the rest of the world has forgotten."

-Mandy Hale, *Dash of Sass*



IN THIS ISSUE



MOMSPIRATION - MEET MEREDITH, WORKING MOM OF THE YEAR

This successful mother of FIVE shares her secrets on what it takes to keep her family close, balanced, and happy.

10

A MOTHER'S STORY & DISCOVERY.

When you DON'T want your child to "cry it out" you've got options.

22



14, 24

BREASTFEEDING & PUMPING

Here are some tips from industry experts for your nursing journey



12

SOOTHING & INFANT

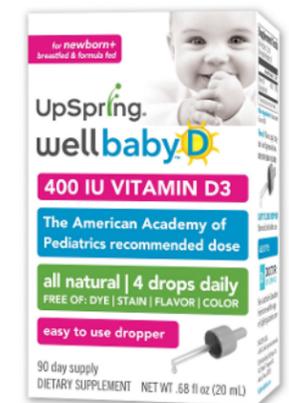
We all need sleep, here are some products and tips that will help you all get as much rest as possible.



16

FEEDING & TEETHING

Here 's how to make the most of it- and keep everyone happy.



20

HEALTH & INFANT CARE

Recommendations for ways to keep your kids safe



25

BACK TO WORK /CHECKLIST

Returning to work is no small task. Here 's a little advice and checklist for your big day!



27

COUPON CODES & LINKS

Here are some money saving codes for the products in this Guide



Top Left to Right: Lansinoh® Smartpump, Refresh2Go Filtered Water Bottle, Boobie Bar Lactation Bar, Dairy Fairy Mia Bra, Sarah Wells Abby Bag, LatchPal Breastfeeding Clip, UpSpring Vitamin D for Baby.



GLAMAMOM



"Sometimes people appear in your life unexpectedly like a gift...They appear when you need them most, to lift you, educate you, wake you up, or shine a light on your path.

~Riitta Klint



STAINED with Style



Top Left to Right: Ergo Baby Original Natural Carrier, Chewbeads Chew Pal and Silicone Links, Where Polka Dots Roam Children's Sets , Baby Elephant Ears, Little Zip Pocket Blanket, Baby Delight Snuggle Nest, Pello Floor Pillow, Wubba Nub Afrique Elephant, Jasemet Carseat/Nursing Cover

Momspiration

MOTHERHOOD

2017 MOM OF THE YEAR



FOR A MOM WHO HAS IT ALL, THIS WORKING MOM OF FIVE ADMITS 'THERE CAN BE SOME GUILT TOO'. HERE'S WHAT SHE SHARED WITH CRAINS & LATCHPAL IN A SPECIAL INTERVIEW.

If you lived next door, you'd see me running around fresh-faced, in yoga pants, and wearing a messy pony. Most days, I feel like I'm just holding things together; I guess that's why I'm in awe of Moms like Meredith O'Connor, who seem to have it all under control.

Meredith is a Chicago mom and a modern day Wonder Woman. Not only is she a mother of 5, but an accomplished career woman, who bears the title of *2017 Working Mother of the Year*. When asked what it takes to be *Mom of the Year*, she confessed, "There's a lot of juggling, balancing, and multitasking...my husband and I always joke that we've got to play zone-defense".

With the days filled from start to finish, it's been important for the O'Connor Family to create moments that matter.

This means "sitting down to dinner as a family, no matter the time, and putting away cell phones so they can *celebrate* each other's accomplishments." It also means asking for help, relying on family/friends, and incorporating non-traditional routines into their day.

While their busy schedules would tire anyone, they've always found a way to balance it all. In fact, when their kids were younger they'd "*take naps after school* so they could stay up and have more



time together." Meredith and her husband, Dan, also *dressed the boys alike* because it was easier to keep track of them, buy clothes, and pass them on. Meredith reminded me that while this parenting style worked for them, it isn't for everyone. Every family needs to find their own short cuts but her one piece of advice is to "*always say I love you* and teach your kids to love each other, not just get along".

YOU'RE DOING AWESOME!

Refresh-a-Baby
Woombie
Motherlove
Lansinoh
bamboobies
fridababy
MARY MEYER
ROVING COVE
pello
LATCHPAL
Baby elephant ears
ergobaby
milkie
bundle organics
undercover mama
Happy FAMILY
the dairy fairy
sarah wells
refresh2go
BeauGen
chewbeads
Malarkey Kids
grabease
puj
BABY DELIGHT
UpSpring
poopoose
ez pz
simple wishes
num num.
Neat Checks
Jasemet
WHERE THE POLKA DOTS ROAM
BooginHead
BOOBIE BAR

EXPERT ADVICE:

SLEEP, SOOTHING, BREASTFEEDING, FEEDING, TEETHING, & BABY CARE

"Enjoy every moment of the journey. While the days may be long, trust us, the years will pass way too quickly"- Kimberly, UpSpring

REPLICATE THE WOMB:

"To get the best sleep possible (for you and your little one), try creating a soothing environment that replicates the womb. Swaddle your baby up snug, keep them close, and create a dark room and turn on white noise, experiencing what your baby heard in utero. Creating this comfortable and cozy environment will help both you and your baby get your much needed rest!" - Megan, Baby Delight



CLOSE SAFE & SECURE:

Children need to feel safe, warm and close while being stimulated. Playtime with a floor pillow is ideal for developing core strength in newborns



while ...fabric textures and bright colors are exciting to developing brains. In addition, Colic and reflux babies benefit from tummy time because they can work through gas bubbles while on their tummy and find essential support.- Stephanie, Pello

LOOK FOR MACHINE WASHABLE, LATEX FREE, MEDICAL GRADE PACIFIES AND PLUSH ANIMALS THAT ARE EASY TO MANIPULATE AND HOLD. THEY COMFORT QUICKLY.- Christina, Mary Meyer

SOOTHING



CREATE QUIET TIME:

Our children are exposed to a lot of stimulations throughout the day. Anything from bright sunlight, music, cars driving down the street, electronics, people talking and the list goes on. This is why "quiet time" is so important, it gives children a chance to recharge. If your baby still uses a portable carseat, a carseat cover can really come in handy. The carseat cover will provide them with a safe, quiet, darker environment. If you

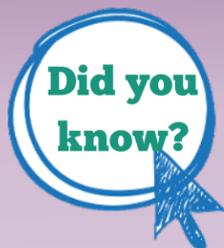
have a toddler or preschooler on your hands then reading books, doing puzzles, and drawing can be their quiet time to recharge for the rest of their day. Shelly, Founder of Jasemet

Sleep matters for the whole family
- Lori, Where Polk a Dots Roam



"You know your baby best" - Laura, Ergobaby

Top Advice



BREAST PUMPS & INSURANCE:

The Affordable Care Act required insurance companies to cover the cost of a breast pump. It's essentially free to new moms! You can navigate the insurance claim on your own, buy a pump and apply for a reimbursement, or go through a medical equipment supplier (like [Aeroflow Breastpumps](#)).



EXPERT ADVICE ● ● ● ●

Skin to skin is a magical experience to share with your baby. It calms fussiness, helps initiate breastfeeding, and allows for time to

PLAN AHEAD: Find a Lactation Consultant
BEFORE the baby arrives, *interview* 2-3 lactation consultants, look for the initials IBCLC which means they are board certified. Call your health insurance to see *who's in your plan*. Request an 'Out for an In' if your insurance provider doesn't have anyone in-network. HMO? Start the lactation *referral request prenatally* because I have seen HMO's take

2-3 weeks to approve IBCLC visits which forces most parents to pay out of pocket and waiting too long risks establishing breastfeeding and/or milk supply. Being armed with the best lactation support in your area will make things easier than finding an LC when you're exhausted, stressed, and suffering from breast health issues which are treatable if you consult a lactation professional early- Nurse *Wendy RN,*

- *Motherlove IBCLC, RLC + Founder, Boobie Bar*
BREASTFEEDING IS BEAUTIFUL... but it's not always easy. You and your baby are learning. Give it time and you'll get the hang of it. If it's not working, reach out for help and get the support you need. You've got this! -*Meg, Bamboobies*



BREAST MILK

TIPS FOR BREASTFEEDING, PUMPING, & STORING



SUPPORT: Find an awesome support system; whether it's your significant other, friends or even an on-line message board, having a community of parents to cheer you on and listen when the going gets tough is critical!. - *Sarah, Founder of Sarah Wells Bags*

POSTPARTUM CLOTHES: Purchase comfortable and loose fitting postpartum clothing. Buy a size larger than normal, including tops and full zip sweatshirts. Not only will these accommodate your increased cup size (when you milk comes in) but they're easy to pull up or unzip for breastfeeding and skin to skin! - *Melissa, Founder of LatchPal Breastfeeding Clip*



HYDRATION: Hydration is essential for good health regardless if you are a toddler, kid, or a parent. It's especially important for new breastfeeding moms. The recommended water intake for adults is 64oz each day and it's recommended that breastfeeding moms add an additional 32oz...a whopping 96oz each day. This can be a daunting task it's essential for moms and babies (and filtering impurities is a plus)! - *Lyndsay, Founder of Refresh2go*

TRUTH ABOUT BRAS: Find products that work double duty & help you multi-task. Nowadays, There's no need for a separate nursing bra and pumping bra. - *Emily, Founder of The Dairy Fairy*



FEEDING

THE TRUTH BEHIND SPOON FEEDING

The spoon looks deceptively simple. In actuality, it requires a range of motor skills to maneuver and the secret to using the spoon is **wrist rotation**. It allows a little one to scoop and balance food. In other words, it's a pre-requisite to using a spoon. This advanced motor skill can take until the child is close to 2 years old to set in. That's why starting a spoon too early can lead to frustration for both child and parent.

From developmental standpoint, dipping precedes scooping because it doesn't require full wrist rotation. This has led to the emergence of the pre-spoon, a new category of spoons

designed around the dipping motion. The NumNum GOOtensil was one the first products in this category.

Cues that your child is ready to begin self-feeding, Child can:

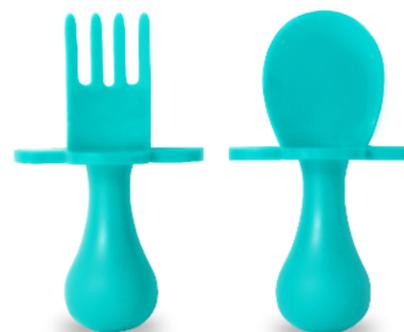
- Sit up on his own with little to no support
- Grasp, hold and bring teething to mouth
- Express interest in self-feeding

As your child enjoys the independence of self-feeding with a pre-spoon, they are secretly working to develop wrist rotation. Of course, they're building these skills at the table and away from it. - Jessica, Co-Founder of Num Num



"Make the clean up as FUN as feeding time"

- Danielle, Neat Cheeks, Founder & Inventor



Remember, You're doing a great job!
- Cara, EZPZ

Eat with your child...enjoy the quality time to communicate. The chores can wait 15 minutes.
- Maya, Grabease

Top Left to Right: Num Num Gootensill (pre-spoon), Happy Baby Organics, Neat Cheeks Facial Wipes, Booginhead Sippigrip, Grabease (when fork & spoon ready), Refresh-a-Kid Sippy Adapter



TEETHING TRUTHS

There's no set date when your baby's first tooth will arrive. Most babies start at around six months, but it can happen at any time, from before birth to after her first birthday. **There are the signs that your baby may be teething:** Drooling. Swollen, bulging gums. A tooth visible below the gum. Irritability. Trouble sleeping. Trying to bite, chew, and suck on everything. Rubbing her face. Rejecting food. **Teething could carry on for a year or more.** Your little one should have all her milk teeth by the time she's two-and-a-half years old. But always prevent your children from chewing on objects like toy cars, dolls, or other toys etc...because small parts could break off and become a choking hazard and toys aren't necessarily tested for elements that could harm your child.

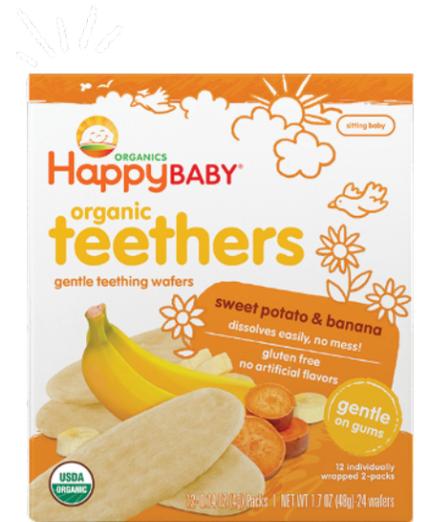
- Melissa, Malarkey Kids
Momprenneur & President

TEETHING



Keep teethingers all over the house, in diaper bags and in the car. Not only are they soothing for babies' gums but they provide a few minutes of entertainment so it's a win-win.'

Lisa Greenwald, the creator of Chewbeads



Top Left to Right: Chewbeads Necklace, Happy Family Organics Teething Bisquitits, Fridababy MediFrida, Chewbeads Chewpals, Malarkey Kids Munch Mitt, DIY Breast Milk Popsicles

HEALTH & INFANT CARE

Every year thousands of children sustain serious injuries after falling from changing tables. Never leave your child unattended, not even for a second. - Dana, CEO of Poopose



Facts about Fevers from Advocate Children's Hospital



ITS A FEVER... when a child's temperature is at or above 100°F (orally) or 99°F (under arm)

Because fevers can rise and fall, a child might have chills as the body's temperature begins to rise....and may sweat to release extra heat as the temperature starts to drop.

Although [teething](#) may cause a slight rise in body temp, it's probably not the cause if a child's temperature is higher than 100°F (37.8°C).

WHEN A FEVER IS A SIGN OF SOMETHING SERIOUS:

Doctors decide on whether to treat a fever by considering both the temperature **and** a child's overall condition.

Kids whose temperatures are lower than 102°F often

don't need medicine unless they're uncomfortable.

THERE'S ONE EXCEPTION

If an infant 3 months or younger has a rectal temperature of 100.4°F (38°C) or higher, call your doctor or go to the emergency department immediately.

Even a slight fever can be a sign of a potentially serious infection in very young babies.

If your child is between 3 months and 3 years old and has a fever of 102.2°F (39°C) or higher, call to see if your doctor needs to see your child. For older kids, take behavior and activity level into account.

For more info visit: [The Advocate Kids Health Library.](#)

It's easy for kids to overheat; it's harder for them to regulate their body temperature. Keep water close in the car, at home, and while playing. A hydrated kid is a happy kid; Water is life!

-Sari, Founder of Booginhead



For all those perfect moments,

there's Instagram.

For everything else,

we've got you.

- Frida Baby



Top Left to Right: UpSpring Probiotic Drops, Poopose Wiggle Free Changing Pad, Puj Tub, Motherlove Diaper Balm, Boogin Head SippiGrip, Roving Cove/MayApple Baby Corner Cushions, FridayBaby DermaFrida.

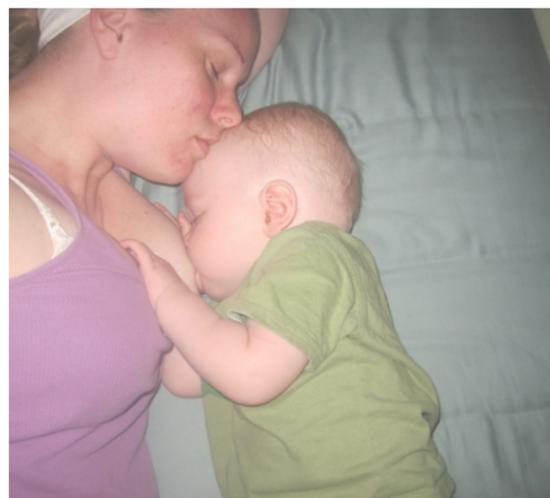
A MOTHER'S STORY

WHEN YOU DON'T WANT TO CRY IT OUT



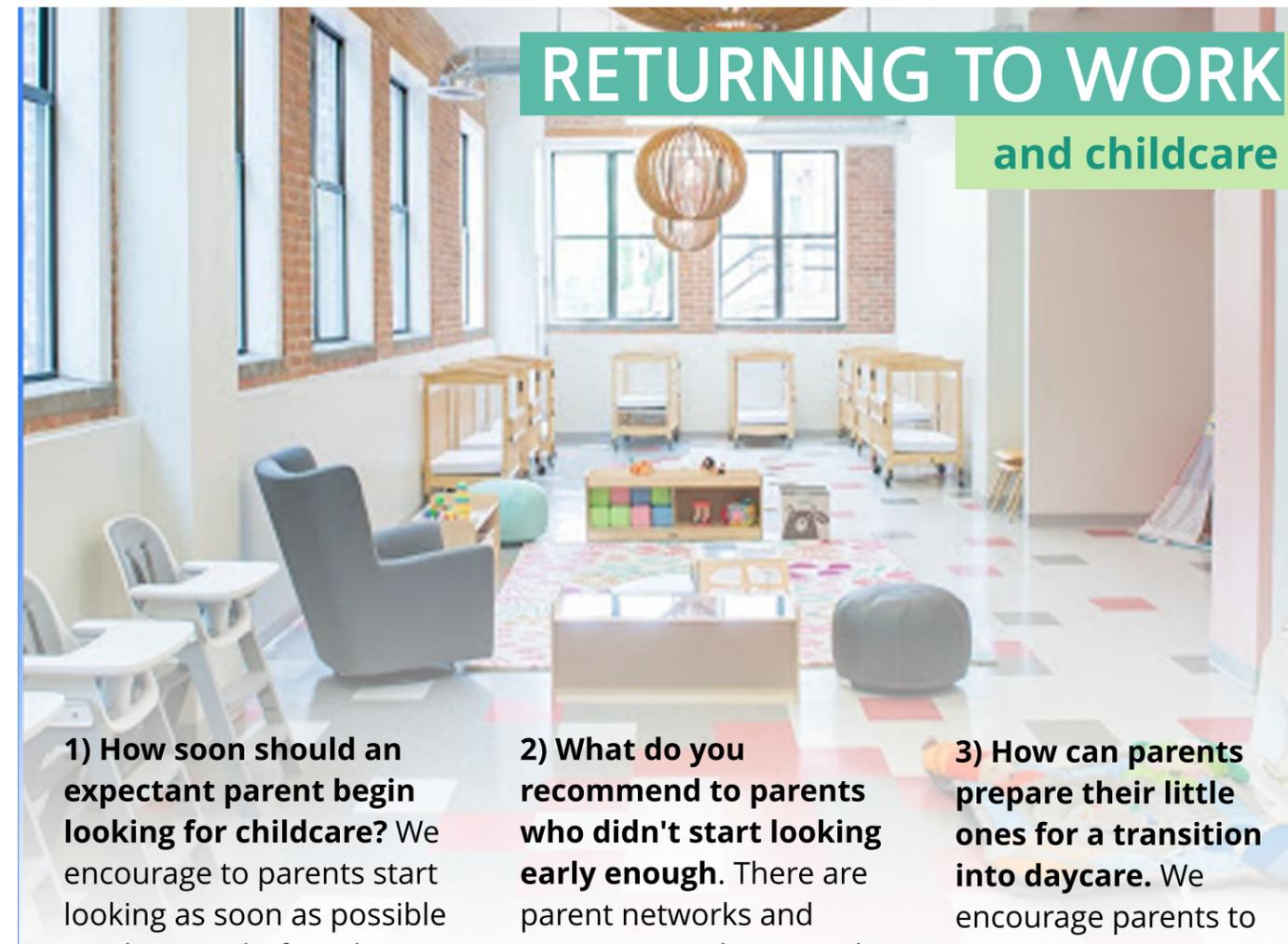
I'd never heard of the term *Attachment Parenting*. All I knew was the sleep advice I was getting from my doctor wasn't working and we were told it was dangerous to share a sleep space with our baby. We were afraid to fall asleep while he was in the bed, but he would never let me put him down. He cried and cried! I thought something was wrong with him and the way we were parenting. We heard over and over to put him in a crib and let him cry, but that felt wrong to us.

It was such a relief to find Attachment Parenting. It helped me understand that my baby was totally normal. In fact, babies have been sleeping next to their mothers since the beginning of time. And many babies in cultures across the globe still do. With the rise of modern society, many stresses have been placed on families and changed our culture's parenting norms. For example, the 40 hour work week and limited maternity leave has parents feeling the need to put their children on a strict sleep schedule



from an early age. Also, families are isolated from their extended family and have little support with new babies. Attachment Parenting offers tools for parents to promote a healthy attachment with their children while promoting bonding, breastfeeding, baby wearing, responding to baby's cries, co-sleeping and balance. You don't have to follow it like rules, but can use it as a guide to help you and your baby cultivate a positive attachment.. ***When I began sleeping with my baby we both began actually sleeping!***

- Abby, *The Badass Breastfeeder*



RETURNING TO WORK and childcare

1) How soon should an expectant parent begin looking for childcare? We encourage to parents start looking as soon as possible maybe even before they are actually pregnant. Most quality day cares have a year long waiting list. You want to make sure the facility you choose is an environment you're 100% comfortable with.



The Beebo: An easier & more natural way for caregivers to feed breastfed babies.

2) What do you recommend to parents who didn't start looking early enough. There are parent networks and mom groups that provide support and help with finding care. I would suggest not to settle. You could consider a nanny share or alternative arrangement until a space opens at their preferred center. We help wait list families explore options by connecting them with a parenting network.

3) How can parents prepare their little ones for a transition into daycare. We encourage parents to talk to their children about how great school is, how they'll return to pick them up, and that they'll make new friends. It is important to be positive, and stick to a routine. Children are very aware of how their parent are acting and feeling. *Ask your school about transition days!*

RETURNING TO WORK and pumping



"86% of Breast milk is water, stay hydrated." - Simple Wishes



Returning to Work as a Pumping Mom

Going back to work takes a little planning because you'll want to have an ample amount of breast milk saved in advance. To build up supply, pump daily after baby has nursed as this ensures you have drained all the milk and signals your body to make more. You can store the excess in your freezer.

When you're back at work, pump at the times when your baby would feed, then safely store the milk and bring it home to add to your freezer stash.

Pumping tips

- Relaxation is key to getting your milk to flow freely. Some moms find looking at a photo of their baby and listening to soothing music helps.
- Close your eyes, shut out the world, think of your sweet baby—this has been shown to help with let-down and milk flow.
- Plan on a 20-minute pumping session, but know that this will vary – some moms take more or less time. Don't get discouraged if your output initially seems low. - Molly Petersen, CLC-Courtesy of Lansinoh



THINGS TO REMEMBER...

- ♥ Breast pump
- ♥ Nursing Apparel & Accessories
- ♥ Baby friendly jewelry
- ♥ Milk, Diapers, Wipes, Extra clothes, paci
- ♥ Shirt that smells like Mom (soothes little one)
- ♥ Daycare Paperwork
- ♥ Sunglasses (hides tears)
- ♥ Commuter & Work Pass
- ♥ Phone (Take 1st Day Drop-off Picture)
- ♥ Water & Healthy Snacks



"Love gets the milk flowing. Think about that little one while pumping to help with let down."- Elena, Undercover Mama



Top Left to Right: Undercover Mama Tunic Tee, Chewbeads Astor Necklace, Bamboobies Organic Nursing Pads, Lansinoh Milk Storage Bags, Jasemet Car Seat/Nursing Cover, Wubba Nub by Mary Meyer, LatchPal Breastfeeding Clip, Sarah Wells Breast Pump Bag- Lizzy, Kate Spade Avaline

RETURNING TO WORK A Helpful Checklist



FINAL ADVICE For Modern Moms & Dads

MODERN PARENTING: A SIMPLE CHECKLIST

- **Find a parenting network , social group, or nurturing community** that connects you with local information, events, and resources. If you can't find an "in-person" group, there a lot of supportive on-line communities.
- **The American Academy of Pediatrics** recommends babies get *check-ups at birth, 3-5 days after*, and then at *1, 2, 4, 6, 9,12, 15, 18 and 24 months*. Schedule several pediatrician appointments, months in advance, to secure preferred dates, times, and doctors.
- **Take a first aid and CPR course.** Kids have accidents, lots of them, so be prepared. Knowing how to bandage, treat burns, or care for a choking child can come in very handy.
- **Introduce your child to extra curricular activities.** Swim, tumbling, and mommy & me yoga classes are often available for children 6 months and older.

SHOPPING MADE SIMPLE

1. **CREATE ACCOUNTS** for merchants you purchase from regularly. Easy check -out (and coupons) are a bonus .
2. **AMAZON & WALMART** offer free shipping over \$35. Keep a list of items you need and buy them all at once to get free shipping.
3. **GROCERY DELIVERY:** Peapod, Instacart, and Amazon Fresh are a few grocery providers that deliver to YOUR DOOR, worth it.
4. **BUY IN BULK:** You won't regret it. It may be hard to believe but you WILL need 1,000 packs of wipes, 40 rolls of paper towel, and 20 boxes of Mac n Cheese.
5. **BUY THE ORIGINAL** product, to avoid unsafe and ineffective counterfeits.

exclusive 100% PARENTINGGUIDE Coupon Codes

Interactive Brand Logos: Click to Shop & Follow

BABY DELIGHT

SAVE 20% with code:
KristiG20

[f](#) [@](#)

Baby elephant ears®

FREE SHIPPING
with code : freeship

[f](#) [@](#)

bamboobies®

Receive a wet/dry bag with purchase of nursing pad variety pack or overnight 4 pack.

[f](#) [@](#)

BeauGen
Mom Inspired Innovation

20% off with code:
HOLIDAYMOM

[f](#) [@](#)

BOOBIE BAR®
The Original Herbal Lactation Bar.

15% off with code:
PARENTGUIDE15

[f](#) [@](#)

BooginHead®

20% off SippiGrip
with code: LATCHPAL

[f](#) [@](#)

bundle™ organics

Watch For Special Seasonal Savings

[f](#) [@](#)

chewbeads
mommy chic, baby safe

15% off your purchase of \$40 or mmore with code:
Holiday15

[f](#) [@](#)

the dairy fairy
ingenious intimates for mama's milk

15% off any full priced bra with code TDFBreastfeeding

[f](#) [@](#)



ergobaby™

FREE SHIPPING on all orders





10% off at ezipzfun.com with code: ezipzfun





Web special! Fuss Buster Toolkit, \$70 value.





Web deal! Save 10% NO CODE needed





Free Shipping on all domestic orders. Code: FREESHIP





Save 10% on Comfy Cradle code: comfy10





SAVE 15% with website sign-in





Save with code HELLOMOM





Buy one, Get one. Click here to print coupon





Watch for Special Seasonal Savings





Subscribe on-line for sales and new releases.





Save 20% with code: LATCHPAL





Free Shipping on overs order \$25 (excluding parts store)





Save 15% with code LatchPal15





Save with code LatchPal20





Save 30% with code: fall30





Save 15% with code: LatchPal15





Save 20% off with code LATCHPAL20





FREE SHIPPING with code LATCHPAL





Watch for Special Seasonal Saving





Every product purchased helps support organizations that nurture people & the environment through the Nurturing Life Foundation.





Save 15% off everything with code LatchPal





Visit website for special savings





Save 20% when you spend \$14.99 or more . Code: FALL20




WHERE THE
POLKA DOTS
ROAM
by AMADORA DESIGNED CONCEPTS

Save with code
dotsandsnuggles



Woombie
swaddle • snuggle • sleep

Save 10% with code:
Womb10



SUMMER 2017
best in baby biz
Top Baby & Kids Inventions, Tips & Trends
MAGAZINE

Follow link to view this
complimentary on-line
magazine



Thanks for viewing the

PARENTINGGUIDE

LatchPal[®] and friends



Like & Follow us for more great stuff