



--PRESS RELEASE--

Dates when the Royal baby will be fretfully fussy

Over 30 years of research have made it possible to predict, almost to the week, when parents can expect their babies to go through one of the ten fretful phases, followed by ten Wonder Weeks, in the first 20 months.

Numerous animations, movies and other unique audio-visual material that give a unique insight into the mental development of infants are available.

When will the Royal Wonder Weeks take place*?

August 24 (5 weeks) -Wonder Week: changing sensations
Baby will become more alert, intestines can be a bit upset.

September 14 (8 weeks) - Wonder Week: patterns
Baby will start to recognize “patterns” and will be fascinated by the patterns on Kate’s dress. His / her favourite part of great grandma? Her glasses!

October 12 (12 weeks) – Wonder Week: smooth transitions
Baby starts to recognize “smooth transitions”: for instance, the waves and movement in Kate’s hair will now be attended to.

November 30 (19 weeks) - Wonder Week: events
Now baby can recognise series of transitions which together form an “event”. Baby starts to grab and shake and hit, to be interested in repeated events like spinning a wheel on an activity board. Baby begins serious babbling and may even attend to short musical phrases.

January 18, 2014 (26 weeks) - Wonder Week: relationships
Baby starts to recognize all kinds of “relationships” in space and time, like ‘in’, ‘on top off’, ‘behind’ before, after, etc. Now baby is able to understand that a piece of Kate’s birthday cake can go ‘into’ her mouth.

April 5: (37 weeks) – Wonder Week: categories.
The royal world of “categories” is opening itself. Baby will now start to put things into categories (four legged animals, dogs, horses, etc.) and to learn the differences between them - black cocker spaniel Lupo and a black horse, or between a guard and a prince.

June 7: (46 weeks) - Wonder Week: sequences

Understanding “sequences” means that baby can appreciate and string together a sequence of events or actions. So baby can put a hat, or a crown, on their head.

August 9 (55 weeks) - Wonder Week: programmes

The next leap in understanding is being able to use sequences to achieve a goal, like setting a table, vacuum cleaning or clearing up. But the programmes are rather inflexible so clearing up means dumping the mess elsewhere, like on the stairs!

October 11 (64 weeks) - Wonder Week: principles

Now is when the wilful toddler begins to emerge. The world of ‘principles’ is opening up and it’s time for Kate en William to lay down some rules. Social rules are particularly important!

December 27 (75 weeks) – Wonder Week: systems

Baby is now entering the world of ‘systems’ and starts to develop a conscience and a notion of self. (S)he can now start to understand that (s)he can choose what principles to adhere to and how (s)he wants to be: honest, helpful, careful, patient etc.

*Based on the due date July 20

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Note for the press:

Dr. Frans Plooi, leading expert on the developmental leaps on infants, is available for interviews. **Numerous animations, movies and other unique audio-visual material that give a unique insight into the mental development of infants are available.** More information about The Wonder Weeks, including details about the research behind the book, can be found at www.thewonderweeks.com To schedule an interview with Dr. Plooi or to receive additional background, please contact Xaviera Plas @ +31 6 418 414 73 or xaviera@thewonderweeks.com