



FOR IMMEDIATE RELEASE

Xaviera Plas

+31 6 418 414 73

xaviera@thewonderweeks.com

Free Leap Alarm Service

*Warns parents when their baby is about to be Clingy, Cranky and Crying
before the next leap in its mental Development;*

Now Available in English

HAYWARD, Calif., Oct. 27, 2009 -- It is a little-known phenomenon that all normal babies undergo eight mental development leaps at highly predictable ages during the first 14 months of life. Each leap can manifest itself as poor sleep, bad appetite, crying, clinging, and crankiness - exhausting mom and dad. Each leap sets the stage for subsequent development of skills, which depend on baby's preferences, experimentation and physical development. For example, perceiving spatial relationships at about 26 weeks is necessary for taking a first step, which normally varies anywhere from 5 to 11 months.

The information provided by the authors of The Wonder Weeks, Hetty van de Rijt and Frans Plooij, is unique - a detailed account of when and how all human brains develop and operate (La Leche League Recommended Reading). However, unless parents pay attention to the schedule laid out in the book, they are easily taken by surprise. One mother wrote:

“Dear Frans and Hetty,

... I always noticed that my baby was difficult for a few days before I realized that he was making a leap. I was irritated for a few days, but kept the feeling to myself until the proverbial straw broke the camel's back. At that point, I became very angry with him sometimes, and my own reaction scared me. When this had happened three times, I wrote down all the leaps in my calendar. That way, I can read the next chapter in time for the next leap. It may seem crazy, but I think I can handle his difficult periods much better now. I know what will happen before it does. I won't be surprised any more.

Sincerely, Maribel”

Maribel described what many parents feel - their baby's leaps can be overwhelming! This was the reason the Leap Alarm was programmed. Hundreds of thousands of European parents have appreciated getting advance notice that their baby was about to enter a difficult period.

This free service is now available in English. Just enter your data at <http://www.thewonderweeks.com>. Each email will feature a short description of the imminent leap in mental development.

The Wonder Weeks provides:

- A week-by-week guide to baby's behavior and how to deal with it
- Your baby's perspective of the world around her and the changes she is going through
- Fun games and gentle activities you can do with your baby

The Wonder Weeks offers parents:

- Support when baby is difficult
- Self-confidence
- Help in understanding their baby
- Hints on how to help their baby play and learn
- A unique account of their baby's development

To sign up for the Leap Alarm, and for more detailed information including research behind the book and this service, please visit <http://www.thewonderweeks.com>.

Contact:

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