

Building a healthy foundation towards those vital steps in life

www.babysensory.com/us

We would like to introduce our **Award Winning Baby Development Program** to you.

We believe ALL babies and Children deserve the very best in Education, Development and Learning rooted in both traditional and new evolving advanced researched methods.

This all begins from Birth, as the first year in any humans life is the most vital and most important year for brain and physical development. During the first year, the relationship that a baby has with his/her mother is vital for the development of social and emotional skills, speech, language, motor skills, developing connections between the left and right side of the brain. The Baby Sensory Development Program aids the growth of neurological connections and creates new brain cells with stimulating activities designed with brain growth in mind.

Baby Sensory Development Classes offer A SOLID HEALTHY FOUNDATION, TOWARDS THOSE VITAL STEPS IN LIFE. Our program would greatly benefit your community by Educating, giving Early Learning Development skills that will aid them when they start school.

By teaching babies/parents our Award Winning Development Program today, will help make for a better future for all.

PRECIOUS EARLY LEARNING FOR BABIES is the most important foundation any parent can offer their babies/children to becoming the person they aspire to be as an adult.

The Baby Sensory Development Experience

Baby Sensory provides hundreds of sensory development activities that are great fun for parents and babies to share in the vital first year. Our classes include educational learning for moms/dads, ALL baby sensory development, baby motor skills, baby social and emotional development, baby speech development, baby sign language, baby & parent bonding techniques, visual tracking, eye/body co-ordination skills, muscle strengthening and baby massage to help with babies growth spurts, whilst having fun with fiber optic light shows, bubbles, bells, musical fun, baby signing, puppet shows, amazing light balls and so much more.

I would greatly appreciate your time and serious consideration in becoming a Baby Sensory Development franchisee in your chosen territory. I hope to speak with you as I would like to offer our Baby Sensory Franchise Opportunities to you to benefit ALL in your community.

Baby Sensory want to offer all babies/children and parents ALL across the USA an advanced early learning education program, my wife and I have brought over from Europe to the USA, with over 30 years of proven research and ever evolving further proven research in child development.

Our goal is to give the opportunity for every new baby/mother in the whole world to be given ALL an equal educated start in life, be given a solid, healthy foundation in life. This will help each baby/child aspire to whatever he/she wants to become.

I left America in search of finding the best child developmental program, to improve the lives of all now and future babies/mothers vital early development years. I know America has been missing a lot when it comes to baby/child development and parental/baby ever important bonding techniques. Now that I have travelled half way across the world, mastered the proven research that has been taught to me in Europe, I am now ready to fulfill my dream of sharing my

wealth of knowledge and giving our Amazing Award Winning Baby Sensory Development Program to every baby/mother and parent across my home country of America.

About me!

Camea Lambrecht, (BSc, MSc, Grad Dip Child Counseling) is the Child Development Specialist for the Western USA. She studied in London, England at the Anna Freud Centre and completed an MSc Psychoanalytic Developmental Psychology before going on to study at the Institute for therapy in Arts and Education and the Child Centre for Mental Health leading to qualification as a Child Counselor, with a specialization in the Expressive Arts (music, puppetry, drama, clay, play and movement). She has had the privilege to study with Dr. Margot Sunderland as well as Bruce Perry, Richard Bowlby and Dan Hughes just to name a few. She has a keen interest in the way early relationships and play impact on brain development.

Camea has been working with children and families for the past 12 years in a variety of roles including Young Carers Project Co-coordinator, Education Welfare Officer, Family Support Specialist, Childcare Development Officer, Children's Practitioner and Child Counselor/Therapist. She worked with the government to launch the Early Years Foundation Stage and trained hundreds of Nursery staff as well as Teachers.

Camea fell in love with the Baby Sensory program when she started taking her own son when he was 8 weeks old. This class stood out to her because of its base in years of developmental research and the emphasis in empowering mothers to stimulate their babies and understand their growth. It is more than a music or signing class, as it is designed with all the senses in mind as well as growth of language and motor skills.

She felt that if she could spread such a quality class that is educational, informative, fun and builds neuronal pathways in the baby's brain, as well as the bond between mother and baby it would be amazing to offer all babies and parents across the USA.

So after spending ten years in London, England she is bringing this Amazing Award Winning program home, back to where she was born in the Western USA.

Please research our company in depth and I assure you will be very satisfied knowing our program will reach out to all babies and babies which will make a healthy change in their lives.

Website; www.babysensory.com/us

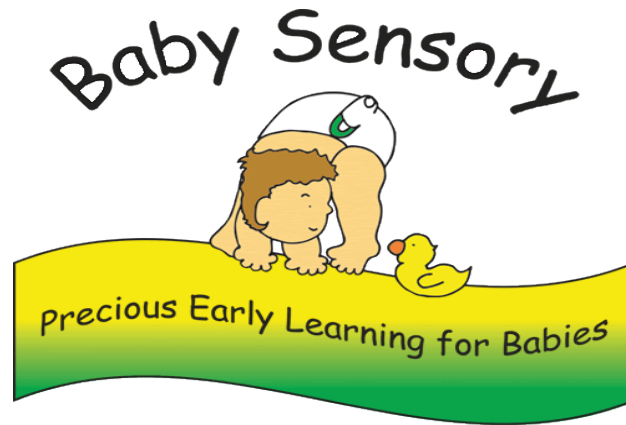
Name; Camea Herrera-Lambrecht & Steven Kramer

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Yours Sincerely

Camea Herrera-Lambrecht



Give all babies a solid healthy foundation towards those vital steps in life, by offering them our Award Winning Baby Sensory Development Program.

What is Baby Sensory?

Baby Sensory is a unique baby development program specifically designed for babies from birth to 13 months of age. Baby Sensory is an early learning program, that offer all babies the ability to learn and advance in sensory development, Brain development, motor skills, social and emotional development, and benefit from baby massage to help relieve muscular growth spurts, eye body co-ordination, visual tracking motion, whilst having fun throughout the entire lesson. Baby Sensory lessons not only teach babies, but our parent/baby bonding techniques build that everlasting bond between parents and their precious babies and improve parenting skills and educate parents in better understanding their own babies.

Become a Baby Sensory Franchise in your chosen territory. Begin building a solid healthy foundation, for all babies in your territory!

Own and operate your very own Baby Sensory Franchise, and give your community the chance to learn with our Award Winning Baby Sensory program. Become a Baby Sensory Franchise today.

- **No Degrees or experience required**
- **Low Investment – Low Overhead**
- **Support and proven research from our Child Development Specialists**
- **Simple Business procedures**
- **3.9 Million Babies are born every year on average, in the USA alone. (According to US Senses Bureau). This creates a potential high volume demand within the Early Learning Intervention Sector.**
- **Choose your own hours**
- **Comprehensive training & support programs**
- **Satisfied customers with very high praises, is just one of the many rewards.**

Why should you own and operate a baby Sensory Franchise?

- Baby Sensory which originates from the UK has expanded throughout the world with great success
- Baby Sensory provides an Educational program to all parents and their babies, but also creates a healthy environment. Where parents can learn and develop with their babies, offers an opportunity to socialize and build new friendships within each community.
- Baby Sensory Gives you the opportunity to make an impact on future generations.
- Baby Sensory offers a very rewarding business and environment to be a part of.
- As a Baby Sensory Franchise we state "you are your own boss". With our support in advise and tips on marketing and building a successful business. You do not pay any royalties, only a set annual franchise fee. So the more successful YOU are, the more money YOU make.

- Baby Sensory offers 20% discount off the Initial set annual franchise fee, to ALL honorable discharged veterans and their wives.
- Baby Sensory also have an array of products that we offer our franchises to sell to their customers for extra income.
- Choice of venues is also your choice. You can choose to have a permanent fixed location or a part time rented location, such as local dance studios, church halls, community centers are just a few to mention.
- You are totally free to set your own working schedule and hours.
- Baby Sensory also offer all franchisees 100% exclusivity within their contracted territory. This means no other Baby Sensory Franchise can operate within your contracted demographic territory.



Equipment Supplies and Ongoing Support included in the initial Fees:

- Full Set of Baby Sensory Equipment, Supplies, Trademark Lesson Plans, Trademark Music
- Baby Sensory Development Training
- Baby Sensory Business Training
- Management Support and Assistance
- Templates for all Baby Sensory advertisements, business cards, banners, internet logo etc.
- Your very own website, Baby Sensory email address and website building manual.
- Professional advice, ongoing research and articles written by our founder Dr. Lin Day and other Child Development Specialists allow our program to keep evolving.
- Each Baby Sensory class is different, with over 40 different lesson plans and 20 special theme lesson plans. Baby Sensory classes offer a unique program for babies to learn and develop to their full potential.

Your Baby Sensory Territory

Whether you are looking to own and operate multiple territories or one territory, we treat everyone as equal and each franchise will receive and be offered the exact same contracts and conditions, based on demographics. Each Baby Sensory Territory is based on people population, guided by the US Census Bureau. That does not limit you to a set amount of Baby Sensory venues or classes you wish to operate.

There are no hidden or additional charges.

Group Leaders and Class leaders you employ or hire, also attend a two day Baby Sensory training course. This keeps our proud Baby Sensory class standards at the very top.



Here's What Our franchisees Say about Baby Sensory!

"I first started taking my son to Baby Sensory classes at the age of 8 weeks in London, England until the age of 13 months. His developmental, social and emotional along with his motor skills by far surpassed that of other babies that did not attend Baby Sensory Classes. My husband and I were so impressed, we are now the Baby Sensory Master Franchisor for the entire Western USA, and want to share this amazing program with every baby/parent in the USA.

I started running my own classes in Arizona at multiple venues 12 weeks ago, and our classes are already full.

Camea Lambrecht, Scottsdale, Arizona

"I became a Baby Sensory Franchise in July 2011, and attended my Baby Sensory Training at the beginning of August 2011. I was so impressed with the program, the professionalism of both Steve & Camea who are the Master Franchisor for Baby Sensory Western USA. They went through everything and more, and made me feel very comfortable and part of the team. I am so pleased to be part of such an amazing program and now able to share with every person in my territory"

Debbie V, Boulder, Colorado

I am pleased and proud to announce that Baby Sensory Center Miami has been selected for the 2011 Miami Award in the Preschools (children services) category by the US Commerce Association (USCA).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. So Happy and proud :)!!!!



Carolina Forero (Baby Sensory Franchise for Florida)

Below is what one of our Baby Sensory Class Members wrote:

"Baby Sensory is an amazing experience for both parent and child. I have been attending Baby Sensory with my daughter for some time now and have loved every single class.

Each class features new sensory experiences such as sign language, singing, fiber optic light shows, bubbles, bells etc...

Our instructor Camea is awesome. She is so engaging with all the babies and really works with all the parents to teach them ways to continue the learning at home by sharing many great tips.

My 10 month old daughter can now tell me through sign language when she is hungry and when she needs a diaper change!

We attend the class at Abby Bella Dance Studio in Scottsdale but there are a few other locations to choose from which run on different days and times.

I can highly recommend this class for you and your baby. You will learn so many great new tools for communicating with your baby, developing all their senses and just having great fun with your baby!"

Kate N, Scottsdale, Arizona



Baby Sensory are looking for people who are:

- Passionate about the ever importance of Baby Sensory development
- Motivated with an outgoing personality
- Confident and focused on ways to build your Baby Sensory Franchise
- What better candidate, than a parent who can relate to other parents
- Healthy Public Relations and Customer Service Skill

For Franchise prospects who wish to own multiple territories:

- ALL of the above criteria
- Strong book keeping and accounts
- Marketing and Advertisement Experience
- Have a Business Plan to grow and maintain a healthy Business in your territories



Baby Sensory Franchise fees required to qualify!

\$10,000 Baby Sensory Franchise Annual Fee

\$2,000 Baby Sensory 4 Day Training (onetime fee)

\$5,600 Baby Sensory Full Set of Equipment (onetime fee)

Extensive research into Early Intervention programs such as Baby Sensory Development, have produced babies and children that are more intellectually advanced and emotionally sound at school age.

Baby Sensory Development teaches vital skills for mothers to help connect brain cells and stimulate baby's senses from birth. All Baby Sensory Development classes are based on over 30 years and evolving proven developmental research, from Doctors, Child Development Specialists, Psychologists and Early Years Educators.

The activities are designed to be replicated at home for repetition, for parents and babies to learn together, develop with building that natural very important everlasting bond between parents and their babies.

Parents that attend our program have increased confidence in their ability to manage and understand their babies.

Baby Sensory Development is the ONLY program in the world that is designed specifically for babies from Birth-13 months.

We also offer ALL franchisees the opportunity to keep progressing and offering their community with further education from 14months to 36 months with our Toddler Sense Program.

Both of our Baby Sensory development Program and our Toddler Sense Program has won multiple Awards across the world.

What makes Baby Sensory different?

Unlike many other baby programs, Baby Sensory offers:

- A wide range (holistic approach) of activities and experiences, which encourage early social, emotional and physical development, communication and language skills and sensory development from birth.
- A world full of exciting sensory experiences that enables babies to reach their full potential.
- Activities designed especially specifically for babies from birth to 13 months-of-age.
- Activities and experiences that vary weekly. There is always something new and exciting to look forward to. No two sessions are ever the same.
- A complete sensory experience, from baby signing, dance, games, singing, music, massage, bonding experiences and social play to magical light shows, puppets and water play.
- Activities based on current research, child development theories, milestones for the relevant age-group and feedback from parents, therapists and teachers.
- Activities rooted in keen observation of babies playing and an extensive knowledge of how they learn and develop.
- Activities supported by learning and developmental information, so that parents know the exact stage at which their baby is functioning. This helps parents understand what to expect and how best to facilitate their baby's learning and development.
- Classes that introduce a range of strategies that can enhance the special parent-baby relationship.

- Developmental resources, materials and music, which are unique to the program.
- A balance of new and traditional activities that provide familiarity and novelty to each session.
- Activities implemented by demonstration, using a variety of resources and materials.
- Practical, hands-on experiences, so that parents understand the purpose of what they are doing and develop confidence in using their skills.
- An opportunity for parents to discuss their needs, interests and previous experiences and to evaluate what they have learned.
- Activities that differentiate between younger and older babies.
- Activities suitable for babies with sensory or physical impairments.
- An exploratory play area where parents can try out the equipment and developmental materials, interact with others and gain ideas for home use. Parents can also spend quality time with their babies in this special place.
- A range of simple, novel and practical ideas that are fun to do with babies. Most activities involve the use of inexpensive and obtainable household items that can be adapted or simplified to suit the baby's age or stage of development.
- A warm, welcoming, caring, inviting and responsive learning climate.
- A social setting, which offers an invaluable extension of postnatal care

Baby Development

Does Early Stimulation Really Help?

During the first three years of life, the brain grows more than at any other time in life. Connections made between the brain cells will double the volume of the baby's brain by the end of the first year. These connections form when the baby uses his/ her senses.

Does the Baby Sensory program use proven techniques?

Baby Sensory is a holistic program that provides an exciting and stimulating development environment for babies and their parents. Baby Sensory founder Dr. Lin Day (Dip. Ed, BSc, PGCE, M. Phil, PhD), has worked with babies and young children for over 30 years. Through continuous research, Lin has selected activities that provide high quality learning experiences. Activities are accompanied by developmental theory which helps parents understand what to expect from their babies and how best to facilitate their play and learning. As an example we adopt Maria Montessori for sensory development, Jean Piaget for sensory-motor development, John Bowlby for comfort techniques, Mary Sheridan for visual and general development and Lev Vygotsky for play.

What equipment is used at the sessions?

We use an extensive range of equipment in the classes and we also provide ideas that parents can use in the home. By way of example, babies explore a range of materials such as chiffon scarves, feathers, silk and foil blankets.

Chiffon scarves can be used in peek-a-boo. A five month old baby will show pleasure when her head is covered by a chiffon scarf. She can also see through it, which enhances her sense of security. The foil blanket is a unique tool for combining a wide range of developmental functions. When the baby explores the foil she will concentrate on squeezing and crumpling it for a long time. The foil blanket is used in conjunction with a number of our special light show experiences.

Parent experiences

We often hear stories from parents who have been to our classes, about how their baby has acquired new skills. One parent who purchased a copy of the Baby Sensory CD for her new baby, was amazed to discover that her two-year-old who had attended classes the previous year, suddenly started to sign 'Say Hello to the Sun'. The Baby Sensory website www.babysensory.com holds many such testimonials.

Development of Parenting Skills (Sheet 1 of 2)

Introduction

Baby Sensory provides an exciting and enjoyable environment where parents share developmental play with their baby and develop invaluable parenting skills.

At the start of each activity, an explanation is given as to why and how it may develop baby learning and development. Recognizing the value of an activity means that parents are more likely to interact purposefully with their baby at home.

The development of social relationships between parents is another important aspect of the program. The Exploratory Play area is the perfect place to socialize, form relationships with others and share ideas and experiences.

Throughout the program, parents are shown how to:

- Hold babies in different ways.
- Communicate using music, speech, singing, sign and body language and other approaches such as 'parentese'.
- Use everyday household objects to stimulate play.
- Interact with babies in a fun and purposeful way.
- Use touch techniques to switch on the calming reflex.
- Stimulate vision using a variety of different materials.
- Encourage mobility skills and overall brain development.
- Provide the best conditions for sleep, play and learning.

**Development of Parenting Skills
(Sheet 2 of 2)**

- There are so many things that parents can do to help their baby learn and develop. Here are a few essentials that really do make a difference:
- **1. Tummy time.** Five minutes of supervised 'Tummy Time' several times a day during waking hours can have a positive effect on head shape and brain development. It also leads on to crawling, an intellectually important milestone not to be missed. For babies that find tummy time uncomfortable, the following strategies can help: place a favorite toy a few inches from your baby's head and call attention to it; get down on the floor and make funny sounds to encourage him to lift up his head; place your baby across your thighs and pat his back.

- **2. Crawling.** Crawling stimulates left and right brain development, improves overall health, stimulates the immune system and helps the eyes work together as a team (crucial for later reading). Activities such as pillow-mountains, play tunnels and interesting toys placed just out of reach will encourage your baby to crawl.
- **3. Language.** Talk to your baby during daily routine activities such as feeding, bath time and nappy changing. Respond to sounds that your baby makes with praise and encouragement. Use simple speech that is easy for your baby to imitate and allow him time to respond. Sing lullabies, songs and nursery rhymes to introduce new words and to encourage listening skills and repeat them regularly. Read and reread picture and story books that focus on sounds and rhymes. Make animal sounds -babies love them!

Benefits for parents who attend the program

Providing parents with the underpinning knowledge and skills also enables them to:

- Develop a warm and loving relationship with their baby.
- Gain confidence in talking, singing, handling, dancing and playing with their baby.
- Become more aware of the general sequence of development (from head to toe).
- Use informed knowledge when providing activities at the appropriate point of development.
- Appreciate the value of play.
- Use a variety of materials to develop the senses.

- Know why babies need to be on their tummies in order to go through the fundamental movement patterns (e.g. raising the head, rolling over, creeping, and crawling).
- Develop awareness of how music and dance can stimulate overall health and growth, develop the senses and establish a sense of rhythm.
- See their baby as a unique individual.

What happens at a Baby Sensory Session?

The structure of a Baby Sensory Session

Every Baby Sensory session has the same basic structure.

Phase 1, the first 20-25 minutes, is made up of a number of sensory activities during which parents sit or kneel on floor mats with their babies placed in front of them on fleeces.

The first activity always begins with the signing song 'Say Hello to the Sun'. When the babies hear the song, they often show anticipation or excitement. The introductory song is followed by 4 or 5 activities three-minute activities.

Phase 2, exploratory play, provides the opportunity for parents and babies to socialize and take advantage of the equipment set out in the play area. The equipment in the exploratory play area differs each week.

Phase 3, sensory experiences, parents return to the sensory area with their babies for a further 3 or 4 activities which include a therapeutic or visual activity. Our 'Goodbye' song is always the last activity of the session.

What types of activity does a Baby Sensory session include?

Baby Sensory has developed a 40-week program, which introduces parents to a wide range of activities and materials that will stimulate the learning and interest of their babies. The sessions include:

- Bonding Techniques
- Baby Whispering and Parentese
- Baby Massage and Reflexology
- Sleep Techniques
- Baby Exercise
- Signing
- Action Songs and Rhymes
- Music and Dance
- Visual Development Activities
- Developmental Games
- Hide & Seek
- Shapes, Colors and Patterns
- Water Fun and 'Messy' Play
- Clapping, Patting, Waving, Pointing and Bouncing
- Individual and Co-operative Activities
- Ideas for Home Use
- Textures
- Developmental Play

Parents and babies also enjoy themed sessions such as Baby Pirates, Magic, Teddy bears Picnic, Space Adventure, Light Festival, Winter Wonderland and Summer Festival.

Special occasion sessions may include Baby Valentine, Mother's Day, Easter, Father's Day, Baby Pumpkin and Baby's First Christmas.

The structure of the Baby Sensory program

This document provides an overview of the benefits of Baby Sensory and outlines the key design features of the Baby Sensory program.

The benefits of the Baby Sensory program

Baby Sensory sessions are fun for parents and their babies. Parents from all sections of the community happily attend the weekly groups. The sessions have the following benefits:

- Each session includes valuable parenting tips and guidance
- The activities are designed to help with early sensory development and are particularly suitable for babies with physical and/or sensory impairments
- Parents learn how to bond and play with their babies
- New parents meet other parents at the weekly sessions and create a self-supporting community.

Unique Session Plans

The Baby Sensory program comprises 40 unique session plans (plus extra session plans for special occasions) designed to support the early development of babies through exposure to a range of stimulating sensory experiences. A number of features of the program design warrant specific mention:

- The sessions are fun for parents and babies and every session is different. Once a parent has brought their baby along to one session they can't wait to come back the following week.
- Each session incorporates an exploratory play element which is a perfect time to socialize and build relationships with other parents and babies.
- Every session includes ideas for parents to try out at home using materials that are readily accessible. Many parents involve their partner in these activities at home and thus extend the benefit of the program beyond the weekly session.

- The overall program provides a rich environment full of interesting sights, sounds, smells, colors, materials and language. This will help to build a foundation that will make all subsequent learning easier.
- The 40 session plans build in complexity each successive term and provide a training program to the course leader.
- Each session plan includes detailed information about the learning and developmental benefits of the activities.
- The plans also provide reference to research which underpins the activities. The information is constantly reviewed and updated.

What is Baby Sensory?

Baby Sensory is a unique learning and developmental program that aims to provide parents with valuable parenting skills, which in turn enables them to give their babies the best possible start in life. Baby Sensory classes provide a wealth of sensory experiences, which are also ideal for babies with particular needs or impairments.

The Baby Sensory program draws on current research and the work of theorists and childcare experts. All activities are accompanied by developmental theory and useful information about how babies learn and develop at different ages and stages. This helps parents understand what to expect from their babies, how best to facilitate their play and how to lead their learning forwards.

Activities include the use of soft moving lights and colorful objects that encourage focusing and visual tracking skills and touch, taste and smell experiences which build the brain pathways fundamental to learning, memory and overall development.

Exercise and movement opportunities are also provided regularly since these are crucial to learning and other mental skills. Parents also find out how to make tummy time a happy and productive experience.

Other activities include verbal interactions through stories, rhymes, singing, signing and action games, which build brain connections for future language and social skills. Parents and babies also enjoy a wealth of musical experiences from

dance, patting and clapping games to bouncing and rocking activities, which build trust and confidence.

Babies are encouraged to make their own music, which provides a great outlet for frustration, tension and stress and contributes unequivocally to total brain development. These activities play a vital role in enabling parents to interact with their babies in a meaningful and purposeful way.

Parents are shown techniques that will calm and settle their baby and help switch on the sleep reflex. Practical suggestions may include tips on how to establish a regular bedtime routine or what to do if baby wakes up in the night. Knowing how to deal with sleep problems enables parents to get a better night's sleep for themselves, which in turn enables them to provide loving, patient and consistent care for their baby.

A vital part of the routine includes happy social play, which sets the stage for the acquisition of future skills such as cooperation, turn taking and sharing. The provision of an exploratory play area gives babies the opportunity for self-directed play, which builds self-esteem, confidence, creativity, imagination, problem solving skills and knowledge of the world. Parents can also try out the equipment and materials and build relationships with other adults. This can have a huge impact on their health and wellbeing.

Best of all, parents are encouraged to give their babies plenty of loving attention and physical comfort and to spend quality time with them in a relaxed, warm and friendly environment. All these things build emotional connections that lead to happy, healthy relationships between the parent and the baby and make Baby Sensory a very worthwhile activity!

Our Award Winning Baby Sensory Development Program has been designed and written by Dr. Lin Day. We have made such a profound impression, that we now have Baby Sensory Development Franchisees operating all across the world.

A few to mention are; **England, Italy, Spain, Canada, USA, Mexico, China, Thailand, Singapore, Norway, Sweden, Denmark, Norway, Malta, Ireland, Holland, Belgium.**

We really look forward to working with you and allowing us to offer such a complete, educational, sensory development program to you, with fun and enjoyment at the same time for all babies and parents to learn, build that everlasting bond and again a better understanding with their baby's.

