

TOYS N TAYLS **Read to Know... Play to GrOW!**

Today's fast-paced, competitive world often creates a gap between the modern values of success and excellence and the values of a child's inner world. This gap can affect the child's learning, eating, sleeping, socializing and sense of well-being.

The **Toys'NTayls** product lines help to bridge this gap. Each product addresses a specific challenge in a child's daily life, promoting self-acceptance and revealing ways for children to grow by empowering them with skills such as Critical thinking, Creativity, Collaboration and Communication.

Toys'NTayls award winning products help children learn, eat, sleep and socialize better by connecting:

1 BOOKS with TOYS and GAMES

Each product consists of a fictional story in an imaginary world, brought to life by toys and games that enhance the underlying educational theme. Play, role-playing, guided activities and creativity for dynamic learning.

2 CHILDREN with PARENTS, TEACHERS and professional CAREGIVERS

Each product provides an educational message using multiple levels of approach. Perfect for every setting – home, education, libraries and homeschooling.



3 EDUCATIONAL NON-FICTION & FICTION

Our background: Products are developed by professionals with a wealth of scientific study, psychological research, expertise and field experience. Our presentation: The look and feel of high-end entertaining books, games and toys.

4 HUMOR & PLAY, MYSTERY & MAGIC

What is our key ingredient? Children learn while having fun!



Our products: The Two Tuba Switch, Wizarday--When Our Stuff Went Away!

Toys'NTayls is owned by Dr. Sarah Itzhaki, and Steven Tobias, PsyD.

Sarah Itzhaki has a PhD in medical science and clinical nutrition from Technion Israel. Using her expertise in clinical treatment and research, her goal is to bring health-awareness to the home through fun experiences.

Steven Tobias, PsyD., is a licensed psychologist and the director of the Center for Child & Family Development in Morristown, New Jersey. He is an expert on issues of child development, social skills and behavioral disorders. He has coauthored several books, including Emotionally Intelligent Parenting.

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Ages 5-12