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playtime

Little ones love learning through play, and the fun starts here



Newborns spend most of their time watching and learning from your facial expressions, and your voice. But soon toys begin to play a fun role in your baby's development.

These toys are ideal for the various stages of your baby's first year

From newborn to 6 weeks

Your baby will be drawn to high contrast colours and patterns.

- Cot mobile
- Play mat and baby gym
- Baby music tapes/cds

From about 3 to 6 months

Your baby will begin to be able to roll over, may start to respond to his or her own name, and might be able to find partly hidden objects.

- Fabric books
- Rattles
- Soft cuddly toys

From about 6 to 8 months

Your little one will be showing greater precision in picking up and grasping objects, may be sitting up with support, and starting to babble and make different sounds.

- Stacking beakers
- Wooden blocks

- Baby mirror
- Bath toys
- Small card books
- Teething rings

From 8 to 12 months

Your baby will respond to a wide variety of stimuli, might be crawling or even beginning to walk, and may even start to say a few words.

- Toy telephone
- Chunky play bricks and people
- Musical toys
- Pull along toys
- Ride on toys (12 months)

Play it safe

- Purchase toys from a reputable retailer
- CE Ensure toys conform to British Standards BS EN71
- Dispose of packaging after opening the toy
- Keep toys away from fire
- Watch out for older children playing with toys that have small parts, close to your baby
- Always use a harness when using swings
- Put toys away after use to avoid falls, and do not leave toys on the stairs

