

baby NEWS

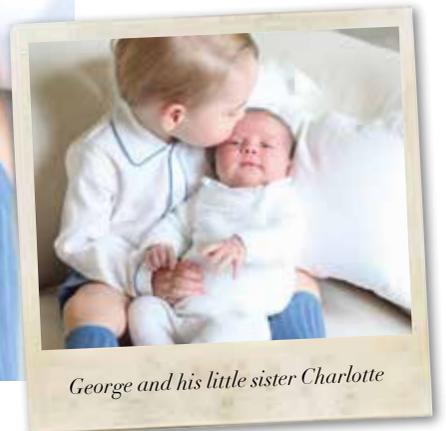
UPDATING YOU ON ALL THINGS GREAT AND SMALL



PHOTOGRAPHY: PA WIRE, THE DUCHESS OF CAMBRIDGE, PRESS ASSOCIATION

GEORGE AND HIS PRINCESS

The first official pictures of Prince George and little Princess Charlotte are out! And we love them. Capturing a magical moment of calm, with Prince George gently cradling his baby sister, the images show George wearing a Rachel Riley shirt and Charlotte in a beautifully hand-knitted Spanish outfit. In a departure from the usual Royal protocol, the Duchess of Cambridge took the photos herself. With natural light flooding the room and a gently blurred background, the siblings are centre stage and the pictures show how relaxed they are with their mother behind the camera. See page 22 for our handy tips on introducing a new baby to the family.



George and his little sister Charlotte



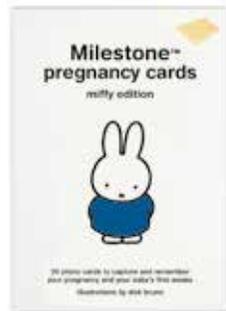
ELLA'S KITCHEN ON YOUTUBE

With 6,500 parents starting their weaning journey every week, Ella's Kitchen have launched a YouTube channel for digitally-savvy mums and dads. As well as experts, four sets of parents feature in the films to share advice. youtube.com/ellaskitchenweaning

NEW BUNDLE OF JOY

We adore the newest addition to the aden + anais range: the layette collection. Made up of 100% cotton muslin baby apparel, designed for supreme comfort and with the brand's signature prints, the range is perfect for your summer baby. uk.adenandanais.com

Muslin is lovely and soft, and we can't get enough of these stars and stripes...



MARK THE MOMENT

Capture baby's 'firsts' with these sweet Miffy Edition Milestone Baby and Pregnancy Cards. Personalise each of the cards with photos of your child as they grow and learn. milestonecards.com



The powerful new campaign from Sparks Children's Medical Research Charity – which aims to put an end to the fear and anxiety experienced by parents who are unable to stop the suffering of their child with an incurable illness – has captured both our hearts and imaginations here at Baby London. Not Yet Available is the packaging for a medical product that does not yet exist. Instead, the empty box represents one of the 4,000 plus rare diseases that affects children and currently has no cure. By buying one of these boxes, you will help fund important medical research into finding the solutions for these incurable diseases. Keep an eye out for the boxes in stores or donate directly via the website: sparks.org.uk.

AT YOUR SERVICE... CHECK OUT THE NEW WEBSITE FROM **BUMP & BLISS**, A ONE-STOP-SHOP FOR PARENTS LOOKING FOR THE SERVICES AND SUPPORT NEEDED **DURING PREGNANCY, BIRTH AND BEYOND**. THE EASY-TO-USE WEBSITE LETS YOU FIND AND BOOK EXPERTS IN A NUMBER OF FIELDS, FROM BIRTHING SPECIALISTS TO POSTNATAL HEALTH AND FITNESS. BUMPANDBLISS.COM



LONDON LOVING

If, like us, you can't get enough of this grand old city we live in, then you'll love Pink Lining's new summer collection. The Notting Hill tote and wash bag, with its black cab print, boasts all the practicality and seamless design that the brand's changing bags are known for, but also happens to be the perfect way of taking a piece of home with you when jetting off to warmer climes this summer. pinklining.com



BORIS BUS...

The London icon now comes in miniature form for your mini globetrotters. Even better, the Mayor of London himself gave one of these wheelie numbers to Princess Charlotte. Our Trunki love just soared. **£44.99 | trunki.co.uk**



• NEW LAUNCH •

Fertility guru **Zita West** and **MyBaba.com** founder **Leonora Bamford** collaborate on a new range of multi-vitamins for little ones

Milo and Bess' 'Rainbow Berry Burst' comes in a delicious powder form and can be sprinkled onto food or mixed into drinks.

It is suitable for babies from 12 months old, which is perfect timing to counteract all those bugs that get imported from playgroups and nurseries! We asked Zita and Leonora how the collaboration came about...

Zita, you specialise in fertility, was the toddler market an easy jump?

Yes it was, as many of the women I have helped before and during their pregnancies ask about what they can give their children by way of supplements, so it seemed like a natural progression for me.

What are the benefits of giving vitamins to little ones?

During early childhood there is rapid growth and development, so optimum nourishment is required. A healthy immune system starts in the gut and the balance of good bacteria (probiotics) is vital for this. Imbalances of gut bacteria result from poor diet, processed foods, high sugar and antibiotic use. Good bacteria can be found in small amounts of foods, but taking a supplement consistently ensures you are keeping the levels optimum. Toddlers and children are vulnerable to vitamin and mineral deficiencies such as

vitamin D, again linked to a healthy immune system, plus zinc for cognitive development.

Leonora, why did you want to launch a range of children's supplements?

Ever since my first baby was born, I've searched for the perfect multi vitamin and always been worried about the ingredients and where it's been made. I've tried everything from sugary jelly sweets to the nasty-tasting chalky ones. I went to Zita, who I trust, and whose supplements I took throughout both pregnancies and she taught me all about gut health. So we decided to create a product that had all those important vitamins but with added probiotics.

And what do your little guinea pigs make of the new range?

That's something I've found really interesting. Unless I'm making a morning smoothie that I throw the powder into, I ask them how they want to take it. My daughter loves it sprinkled on her morning cereal and my son is mad about having it on its own like old-fashioned sherbet. My friend and amazing cook Joanna has made a few recipes to incorporate the powder and one of them is fruit skewers which you dip into the powder, pure genius!



Available from zitawest.com and mybaba.com



BABY'S GOT STYLE

The new 'scarf swaddles' from Marloe London have multitasking down to a tee. Luxurious enough to be worn as a stylish everyday accessory, they also double up as a baby muslin or buggy cover. Brilliantly practical, beautifully designed, and in lovely colours, it comes as no surprise that Marloe is the brainchild of two style-conscious London mamas. marloelondon.com



PAO PAO... PAO PAPOOSE!

Introducing the new 3-in-1 carrier from We Made Me which enables parents to carry baby in three different positions: both forward and parent-facing on your front, as well as back-carrying. Easy to adjust, and suitable for babies from four to 36 months. wemademe.com

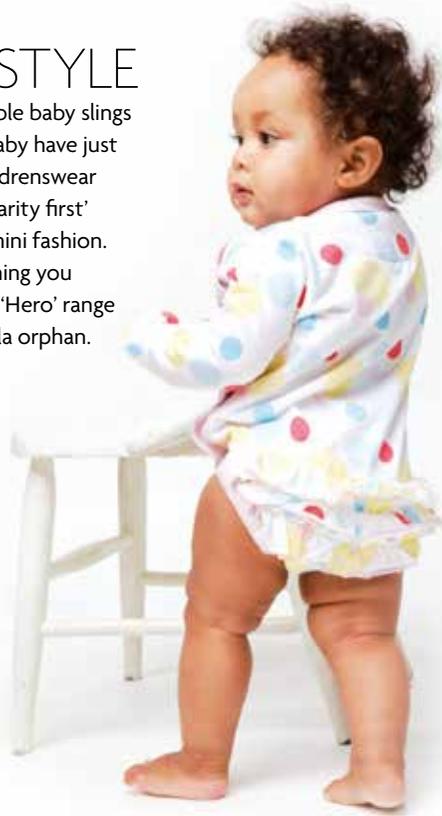
SWEET DREAMS



Sleepless nights will be a thing of the past with the new SleepHero app, developed by a father-of-two. Record yourself singing a nursery rhyme or reading a favourite book and then relax in the knowledge that the recording will be automatically activated when baby begins to stir or make noise at night, gently soothing them back to sleep. **Free | itunes.com**

ROCKIN' STYLE

Known for their reversible baby slings and pouches, Rockin' Baby have just launched their new childrenswear range, bringing their 'charity first' ethos to the world of mini fashion. For every piece of clothing you buy, an item from their 'Hero' range will be gifted to an Ebola orphan. rockinbaby.com



FARMYARD FRIENDS

Finish off the look of your child's nursery with the gentlest and sweetest eco-friendly bedding. New to the market, Isla & Wilbur's charming collection, decorated with little hand-drawn illustrations of Isla the lamb and Wilbur the highland calf, is one of the most adorable bedding options out there. islaandwilbur.com