

# ufs baby club news

Issue 1, 2011



## Hello Baby Club Members!



Autumn is here and isn't Ballarat beautiful, with the lake full and the trees changing colour. It is the last chance to really be outdoors before winter is upon us so enjoy it while you can.

Keep warm and stay well.

*Paula*

Baby Club Coordinator



## Baby of the Month

**Congratulations!** Each month a baby's name is selected from our Baby Club database. As baby of the month, the winner receives a gorgeous giant Korimco teddy bear courtesy of UFS.



April 2011 Lucas Byrne



May 2011 Mabel Croucher



June 2011 Kai Macquet



July 2011 Georgia Thompson

**Photo Sessions.** Don't forget to book in for your free baby club photos. Photos are taken every Tuesday between 9.30am and 10.30am, bookings essential. Baby photos are taken at 6, 12, 18, and 24 months. We are pleased to offer photos on CD for \$19.95, **Members \$15.96.**

## Did you know...

We stock a vast range of reference books for parents on topics such as what to expect when pregnant to weaning and toilet training.

From \$12.95ea **Members from \$10.36ea**

## Immunisation

Immunisation sessions are held on the first and third Wednesdays of each month between 4.00pm and 5.15pm at the GIRRABANYA Centre for Children and their families, 11b Steinfeld Street, Ballarat. No appointments are necessary.

The dates for 2011 are as follows;

- 6 & 20 April
- 4 & 18 May
- 1 & 15 June
- 6 & 20 July

For further information regarding immunisation, please call The Phoenix building on 5320 5850. Immunisation is also available from your MCHN at your child's normal development check-ups.

**Bookings are essential.**

## MCHN Hours

We would like to welcome Jo Clark, our new Maternal & Child Health Nurse.

Our Maternal and Child Health Nurse, is available in store at our Bridge Mall Pharmacy, each Monday from 11.30am to 3.00pm and Wednesday from 9.30am to 1.00pm. No appointment necessary.

## Special Event

We are very privileged to be able to offer baby massage with Little Innocents' creator and 2010 Mumpreneur of the Year, Antonette Golikidis. The massage day will be on 4 May 2011 with two sessions at 11am and 12pm.

This event books out early so book in quick! 5327 0405.

*A \$10.00 booking fee is required when making your booking and is redeemable on the day when purchasing any Little Innocents products.*



## Specials

### Huggies Convenience Size

RRP \$19.50ea  
Now \$16.99ea  
**Members \$13.59ea**



### Royal Doulton Bunnykins

5 piece bowl sets.  
RRP \$34.95  
Now \$19.95  
**Members \$15.96**

149631  
Limited Stock



### Tommee Tippee Hygiene + Nappy Wrapper Tub

RRP \$69.99  
Now \$59.99  
**Members \$47.99**

150181



### Ethical Nutrients Immune Boost for Kids\*

50g.  
RRP \$24.95  
Now \$21.99  
**Members \$17.59**

157634



### Nestle Nan HA 3 Toddler

900g.  
RRP \$26.99  
Now \$24.99  
**Members \$19.99**

### Avent 600 Digital Video Baby Monitor

RRP \$299.95  
Now \$269.95  
**Members \$215.96**

177540



### Avent 520 Baby Monitor

RRP \$249.00  
Now \$224.95  
**Members \$179.96**

141730  
Limited Stock



Available from Bridge Mall UFS Pharmacy.

## Baby Club Chat Take the train out of toilet training

Learning to use the potty (or toilet) is a big step for your child. It is also a developmental milestone that children reach at different ages. Just as you cannot make your child walk early, nor can you make them toilet train early. Some children will be interested at 18 months and others not until 3 years. Being gentle and patient will pay off in the long run with a child who can confidently toilet themselves.

As a parent your role is simply to facilitate the natural process by following your child's cues and providing opportunity for discussion and observation i.e. no training involved! You just need to respond appropriately when your child initiates signs.

Generally most children need to be able to store wee in their bladder for a couple of hours. They also need the brain signals to control the release of their bladder. Children will usually start to tell you they have done wee in their nappy. This is great and the first sign of their brain developing pathways. You can then progress by suggesting that they let you know when they are going to do wee. Children learn by example, so involve your child in your own toileting. Talk to them and answer their questions.

Make sure you have the right equipment available, such as a small step or a smaller seat that fits inside the toilet or a small potty. Try to use what your child is comfortable with and avoid frightening or pressuring your child into toileting. Sometimes children might like to wear training pants. But remember if accidents occur try not to fuss, just clean it up.

Children can often regress (go backwards) with their ability to toilet themselves. This is normal and the main thing to remember is not to pressure them. They will come back to it when they are able.

Always teach girls to wipe from front to back and boys to shake off the drips! And also to wash hands.

If there are smaller children in the house remember the toilet can be a drowning hazard especially if there is an additional step up. Ping pong balls in the toilet are a fun way to encourage boys to hit the target also.

Occasionally, or if children have special needs toileting doesn't progress as expected. If you are concerned or have a child with special needs talk to your Doctor or Maternal & Child Health Nurse.

### Toilet Training Books

\$21.00ea  
**Members \$16.80ea**

177230



## What's New?

### Mustela Newborn Essentials Kit

Dermo-cleansing 200ml, Foam shampoo for newborns 150ml, Vitamin barrier cream 100ml, Body lotion 50ml and baby brush and comb.

\$49.99 **Members \$39.99**

171690



### Mustela Physiobébé

No-rinse cleaning fluid. 300ml.

\$21.99

**Members \$17.59**

171692



### Mustela Cotton Pads

100% cotton. 60.

\$9.99

**Members \$7.99**

171691



### Aroma Fun Dough

Not only fun and colourful it's natural, non-toxic, biodegradable and 100% gluten free. 6 combinations to choose from. Exclusive to Baby Club.

\$9.95 **Members \$7.96**

177047



### Likco Night Lites

Portable, re-chargeable LED night nights available in mouse and rabbit designs.

\$42.90 **Members \$34.32**

176684, 176685



## Bounce Back Body

### Sports Shorts

\$192.00 **Members \$153.60**

### Pregnancy Shorts

\$192.00 **Members \$153.60**

### Recovery Shorts

\$192.00 **Members \$153.60**

### Pregnancy Leggings

\$209.45 **Members \$167.56**

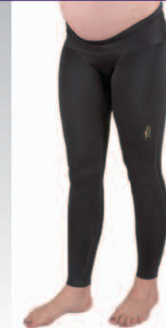
## PREGNANT AND IN PAIN?



### DURING PREGNANCY

#### SRC Pregnancy Shorts & Leggings

- Reduce pain and provide support (adjustable waist band)
- Increase mobility and function
- Assist pelvic instability and vulval varicosities.
- Reduce the discomfort associated with lower back pain, sciatica, pelvic joint inflammation and varicose veins and swelling of the upper and lower leg.



Short or long?  
Your choice!

## WANT YOUR PRE BABY BODY BACK?

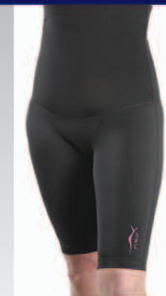


### AFTER DELIVERY

#### SRC Recovery Shorts

- Stimulate abdominal muscle recovery
- Regain your pre baby body shape faster
- Improve mobility and function
- Reduce pain and provide support

Gentle compression on a wound area post delivery reduces wound tension and promotes a better recovery!



All SRC garments fit like a second skin are easy to put on, take off and they stay up!

Ask our staff about Health fund rebates.

**Support - Recovery - Comfort™**

Available from Bridge Mall UFS Pharmacy.



## Baby Club Chat Vitamin D Deficiency

When my eldest nephew was born (thirty years ago!), I remember my sister giving him daily morning "sun kicks" – this was recommended by her Maternal and Child Health Nurse.

I presume in retrospect that this was to ensure that he had enough Vitamin D from the sunlight to prevent rickets and grow strong healthy bones!

With the increase in concern about skin cancer risks and the consequent avoidance of the sun exposure, this type of recommendation eventually passed.

The problem is that now we are finding individuals in our community are not always getting enough sunlight and this is increasing the incidence of Rickets or Vitamin D deficiency being diagnosed. Clearly, there needs to be a **balance** if we are to provide the best health for our kids!

Rickets (although still rare) is a bone disease, which affects the way a child's bones develop. This can result in soft or weakened bones, fractures, and muscle pain and bone deformities. To prevent rickets, our bodies use vitamin D to help absorb calcium and phosphorous. These minerals are essential for growth and development of strong bones. Lack of vitamin D reduces the body's ability to control the levels of these minerals and increases the risk of rickets. About 80% of our vitamin D comes from exposure to the sun. There are also small amounts in certain foods, but not enough to maintain adequate levels in the body.

### Who is most at risk

- Children born to **mothers with low vitamin D** who are also breast feeding.
- People who cover their bodies with clothing for religious or cultural reasons.
- People who cannot get outside e.g. ill.
- Those who always wear sunscreen.
- Children with naturally dark skin.
- Individuals who are overweight (vitamin D absorbs into fat cells and is less available to the body).
- People with certain medical conditions.
- People on restricted diets.

### Treatments

For people who are deficient treatment usually involves oral vitamin supplements and increasing sunlight exposure (within safe guidelines), improving diet, treating underlying disorders and if necessary surgery to correct deformities.

The good news is that generally vitamin D deficiency is PREVENTABLE.

- Babies and young children have sensitive skin and only need very short amounts of UV exposure to provide adequate vitamin D for healthy bones.
- What you need to do is provide a sensible balance of sun exposure and sun protection, without increasing the risk of skin cancer.
- The safe amount of time to expose your child to the sun will depend on where you live.
- Generally, the recommended amount of exposure is a few minutes before 10am and after 3pm each day from September to April, and 2 to 3 hours per week within these time frames from May to August.
- Avoid exposure during peak UV (if UV level is over 3) with clothing/shade and/or sunscreen.
- People with dark skin may need more time.
- Also, include vitamin D rich foods in diet e.g. sardines, salmon, herring, mackerel, liver and egg yolk.
- Look for foods that are **fortified** with vitamin D – i.e. some margarine and milk products (including formula).
- If you are a breast feeding mother, you may need to consult your GP about whether your baby should be prescribed supplements of vitamin D.

*For further information about vitamin D or if you think you or your child may be deficient, please see your Doctor. For more specific information on how to provide safe exposure to sunlight please contact Sun Smart or go to their website at [www.sunsmart.com.au](http://www.sunsmart.com.au). [www.raisingchildren.net.au](http://www.raisingchildren.net.au) is also a useful website for health information for families.*

*This information sourced from Better Health Channel and Aust.BF association. Article by John Senior Clinical Nurse Consultant Auburn Hospital Sydney 2011.*

## Bugzz Kid's Stuff

With all the rain we have had, it is now time to bring out the ponchos and umbrellas. New and exclusive to Baby Club are Bugzz Brand, a brand of children's rain products. Not only cute but keeps kids dry while having fun.

### Poncho

\$19.95ea

**Members \$15.95ea**



### Umbrella

\$23.00ea

**Members \$18.40ea**

*Available from  
Bridge Mall UFS  
Pharmacy only.*

## Friendly Reminder to Baby Club Members

As members of the UFS Baby Club, we remind you that to be able to use our feed and change room you must be a **current** UFS and Baby Club members. Due to the popularity of the room, we remind you that **ONLY** Baby Club Members are able to use the room.

Condition of entry requires you to scan your card.



*\*Ask the advice of your pharmacist in relation to this product. Always read the label, use only as directed and if symptoms persist consult your health care professional. Vitamin supplements do not replace a balanced diet.*

*Not all items may be available from all UFS pharmacies. UFS member prices shown are calculated with 20% discount and are valid from 18 April to 8 May 2011 only. Catalogue stocks are limited and are only available while stocks last. While we take every care to ensure advertised products are available at the time of issue, no liability will be accepted should circumstances prevent this beyond our control. If you no longer wish to receive Baby Club News please call us on 5327 7700 or write to us at 206 Armstrong St Nth, Ballarat 3350.*



**UFS Baby Club** Bridge Mall UFS Pharmacy, 40 Bridge Mall, Ballarat Vic 3350  
P 03 5327 0405 E [babyclub@ufs.com.au](mailto:babyclub@ufs.com.au) [www.ufs.com.au](http://www.ufs.com.au)

