

IMMEDIATE RELEASE



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THE HAPPIEST BABY ON THE BLOCK - DVD ***The New Way to Calm Crying and Help Your Baby Sleep Longer***

Nutley, New Jersey. (Apr 16, 2007). The Good Parenting Seal^{cm} is awarded to THE HAPPIEST BABY ON THE BLOCK: The New Way to Calm Crying and Help Your Baby Sleep Longer DVD by Dr. Harvey Karp.

Never again will parents have to stand by helpless and frazzled while their poor baby cries and cries. Dr. Karp, pediatrician and child development expert, and Assistant Professor of pediatrics at the UCLA School of Medicine, has found there is a remedy for colic. "I share with parents techniques known to the world's best baby soothers...how to calm crying babies in minutes and how to add 1-2 hours to almost any young baby's sleep."

These educational tools are filled with sage advice, commonly asked questions, and parent testimonials, and will fascinate everyone who wants to know how babies experience the world and how to answer their cries lovingly and effectively.

In an innovative and thought-provoking reevaluation of early infancy, Dr. Karp blends modern science and ancient wisdom to prove that newborns are not fully ready for the world when they are born. Through his research and experience, he has developed four basic principles that are crucial for understanding babies as well as improving their sleep and soothing their senses:

- The Missing Fourth Trimester: as odd as it may sound, one of the main reasons babies cry is because they're born three months too soon.
- The *Calming Reflex*: the automatic reset switch to stop crying of any baby in the first few months of life.

According to Dr. Karp, "Although today's mothers and fathers are very well educated, they are the least experienced parents in history. No wonder even loving parents sometimes feel pushed to the breaking point by their infant's screaming." Coming to the rescue, however, Dr. Karp places in the hands of all parents, grandparents and childcare givers the tools they need to be able to calm their babies almost as easily as...turning off a light.

ABOUT THE AUTHOR

Dr. Harvey Karp is one of America's most read pediatricians. He has appeared numerous times on Good Morning America, The Dr. Phil Show, ABC News World News Tonight, CNN, and many national radio programs. He has lectured extensively, nationally and internationally, to conferences of health care professionals. In addition, his work has been featured in Associated Press, People Magazine, NY Times, LA Times, and dozens of newspapers across the country as well as Time, Newsweek, and many other national magazines. For more information contact: The Happiest Baby- 310 207-1111, feedback@thehappiestbaby.com www.thehappiestbaby.com

ABOUT THE GOOD PARENTING^{CM} SEAL

Evaluated by parents, the Seal is awarded to books and media that address parenting issues, and are found to be clear, helpful and actionable. The Seal exists to resolve the issue of parents with limited time and money to sort through the over thirty thousand books, millions of websites and other media when researching advice on raising children. Parental Wisdom has been awarded the Good Parenting certification mark by the U.S. Patent office. For more information visit www.parentalwisdom.com and click on the Good Parenting^{cm} Seal.

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