



## AUGUST FITNESS ARTICLE

# Pregnancy Fitness: Strength Training for the Mind and Heart

Well before a mother gives birth, there is an unexplainable bond that begins to develop between mom and baby. It's a mutual attachment that starts at varying stages of the pregnancy and strengthens as the baby's senses grow stronger. By the time that baby is born, he can recognize his mother's voice, suggesting he is able to remember sounds from his prenatal environment. Moms can use certain sounds during their pregnancy to exercise their child's mind which not only stimulates their cognitive development but also strengthens that bond through consistent interaction between mom and baby.

Music, for example, can be a calming influence on a developing baby as well as the pregnant mother. Many mothers sing to their babies in the womb, an exercise that can create the same calming experience. But other sounds, presented in a much simpler form, can be used to encourage bonding as well as spark learning at this early stage.

Studies have shown that babies in the womb are capable of simple forms of learning. Providing enrichment while in the womb gives the child a head start on learning and strengthens this foundation throughout his or her lifetime.

"It just makes sense. The earlier you start stimulating your child's mind, the stronger his cognitive and developmental skills become as he grows," said Lisa Jarrett, BabyPlus Company Founder. "BabyPlus provides moms an incredible tool that encourages bonding through auditory stimulation while introducing an age appropriate educational curriculum in the womb that can help strengthen your child's ability to learn. It's something you can feel good about doing for your child that gives them a great head start in life."

BabyPlus introduces a safe, simple set of sounds to a child as early as 18 weeks in the womb. These sounds are patterned after the mother's heartbeat, the one language the baby can recognize at this early stage of life. It is the only true and consistent sound of the prenatal environment. The variation of sounds stimulates the baby's cognitive development and as the child progresses through the BabyPlus curriculum, he or she learns to differentiate between these sounds.

Parents who have engaged in prenatal learning with their babies report various responses. Typically babies will become active during these sessions, kicking in rhythm with the simple sounds of BabyPlus. Other babies who are normally active may cease activity during these sessions, as they are concentrating on the sounds.

Well over 100,000 families around the world have experienced the benefits of BabyPlus. Right from birth, BabyPlus parents report babies nurse more readily, display an increased ability to self-soothe and are more relaxed and alert. Later in life these babies reach their developmental milestones earlier, show improved school readiness, greater creativity and independence. They also display longer attention spans and enhanced intellectual abilities.

It's an exercise that helps strengthen the foundation for a lifetime of learning and growing together.