



It's Time to Play!™

Fat Brain Toys and Lamaze have something amazing in common:

Dedication to childhood joy and purposeful, innovative play. That's why we couldn't be more thrilled to introduce an exciting new line of toys from Lamaze to be **sold exclusively through specialty outlets throughout 2022!**

With each item in this line, you'll find a heightened focus on quality play experiences that hone in on developmental goals, as well as new opportunities for parents and children to bond and play together. (See the Stack, Rattle & Roll Blocks and the Puffing Elephant!)

We love these toys because they're purposefully designed, they're playful, they're beautiful, and they approach timeless play patterns and essential developmental milestones from an innovative, modern, and honest perspective.

Check them out for yourself and discover the power of play with Lamaze!





Soothing Heart Panda™

A calming plush panda after your own heart! Press the tummy to cycle through four bedtime melodies, each accompanied by a red light and a vibration synced to the rhythm of a resting heartbeat. Press it a fifth time and you'll hear the heartbeat too! With a friendly, embroidered face and unique patterns and textures for baby to explore during play, it's impossible not to fall in love. **Ages 9 months+**

FA374-1 Case Pack: 4



Light-up heart with soothing sounds and heartbeat!



Crawl & Chase Pug Popper™

This adorable pug wants to play fetch! Press the pug over one of the two easy-grip balls and immediately it pops from its mouth to roll across the room. Little ones can't help but giggle as they jump up, chase after the ball, and do it all again! It's a perfect pal for gross motor skills and active movement.

Ages 18 months+

FA368-1 Case Pack: 6



Folds up with hook-and-loop closure!

Colorful Journey Caterpillar™

Embark on a sensory adventure with this adorable caterpillar pal! On one side, each accordion panel is bursting with bright colors, playful images, and exciting things to explore – like a hidden squeaker, unique fabric textures, and delightful crinkle sounds. Flip to the other side to find calming, black-and-white patterns, or soothe sore gums with the teether tethered to the front. There's so much to discover!

Ages 6 months+ FA369-1 Case Pack: 6



3-in-1 Clip & Go Bear™

This cuddly bear is full of surprises! It starts as an adorable plush bear with a big round face. But then, pull on its legs and – goodness! – there's a smaller bear hidden underneath! And in its pocket, tethered so it won't get lost – wouldn't you know? – yet another, even smaller bear. Plus, vivid colors delight the eyes, unique textures thrill the fingers, and one of the ears is also a teether! Little ones can't get enough. **Ages 0 months+**

Case Pack: 6

FA372-1



Stack, Rattle & Roll Blocks™

A perfect first stacker for baby! Inside each textured cube is a ball that rattles. But it does more than that! As little ones stack the cubes onto the elephant roller and onto each other, the weight of each ball aligns them and holds them in place. No tears. Just happy discoveries!

Ages 6 months+

FA370-1 Case Pack: 6





Stack & Nest Fruit Pals™

Sweet and nutritious for young, growing minds! The strawberry nests inside the pear inside the banana inside the apple. They can all be stacked up tall in almost any order. Plus, the strawberry is also a shaker, and the others all have holes to become rainmakers in the tub. From motor skills to problem-solving to first-time music-making, early tactile learning stacks up! **Ages 12 months+**

FA367-1 Case Pack: 6



Wacky Giraffe™

Finally, a toy baby can actually swing around and bash! With a happy plush giraffe head on one end and a soft, safe base on the other, this unique sensory toy lets little ones swing it and hit things without causing any damage. Meanwhile, with each bash, kids hear another fun and wacky sound! Meet the "hitting phase" head-on with a friendly face and plenty of giggles. **Ages 12 months+**

FA373-1 Case Pack: 4



Puffing Elephant™

An adorable friend and an instant baby-soother! Fold the crinkly ears over the eyes for a game of peek-a-boo. Explore the fascinating fabric textures and then give it a squeeze to hear it squeak. But it doesn't just squeak. The trunk blows a puff of air for a gentle distraction that quickly turns tears into giggles! This one is definitely going in the baby bag... **Ages 3 months+**

FA371-1 Case Pack: 4



Encourage tactile play with musical effects & animal sounds!

FA375-1 Case Pack: 4



Squeeze Beats™ First Drum Set

A drum set made for the way babies play! The bright colors and unique fabric textures invite little hands to feel and explore. Then, as baby pats, squishes, and thwacks each bouncy piece, the whole thing comes to life with music! Create fun sound effects, play to a backing track, or just goof around with funny animal sounds. It's a ruckus of sensory-learning excitement! **Ages 12 months+**





My First Keys™
RR023-1
Case Pack: 6



Bright Beads™
RR0228-1
Case Pack: 6



Chill Teether™
RR0225-1
Case Pack: 6



Mortimer the Moose™
RR072-1
Case Pack: 6



Spin & Smile Rattle™
RR0229-1
Case Pack: 4



Pile & Play Cups™
RR652-1
Case Pack: 3

**Check out
these other
Best Sellers!**



Flip Flap Dragon™
RR0192-1
Case Pack: 6



Sort & Squeak Eggs™
RR0226-1
Case Pack: 6



My Friend Emily™
RR114-1
Case Pack: 6



Star Massaging Teether™
RR896-1
Case Pack: 4



Freddie the Firefly™
RR085-1
Case Pack: 6



Peek-a-Boo Forest™
RR0153-1
Case Pack: 6

