18.75″

3.75″ | 3.75″ | 3.75″ | 3.75″ | 3.75″

5.75″

bright starts™

We believe joy makes moments last forever.

Bright Starts™ exists to bring more joy to every moment. We believe a sprinkle of silly has the power to turn crazy days into crazy dance parties. We see confetti in the chaos, and we know there's nothing a belly laugh can't fix.

This is when the magic happens. When time stands still, and little moments turn into lasting memories.

How do we do it?!

1. We create opportvvunities for laughter
2. We tap into the mood-boosting power of uplifting characters
3. We keep kiddos ooh-ing & ahh-ing with fun surprises
4. We mix & match with unexpected combinations
5. We use together-time to spark emotional connection

Bright Starts™ helps families make the most out of playtime and to get swept away in the joy that follows. Because joy is what makes moments last forever.

More joy, more connection.
Scan to get started.

Hug-a-bye Baby™

Musical Light Up Soft Toy

1. Explore my crinkles & tags
2. My tummy lights up!
3. Super soft cuddler
4. Squeeze for 2 modes: short melodies or continuous music
5. Wipeable for easy cleaning

20+ Minutes of lights & music

0M+

Soothe™

Lights & Music™

Touch™

I play 2 modes of music!

bright starts™

Hug-a-bye Baby™

Musical Light Up Soft Toy • *Juguete suave que se ilumina con música*
Jouet musical lumineux et doux • **Weiches aufleuchtendes Musikspielzeug**
Brinquedo macio musical iluminado • *Giocattolo musicale morbido che si illumina*

EN 1. Explore my crinkles & tags
2. My tummy lights up!
3. Super soft cuddler
4. Squeeze for 2 modes: short melodies or continuous music
5. Wipeable for easy cleaning

ES 1. Explorar mis arrugas y etiquetas
2. ¡Mi barriga se ilumina!
3. Portabebé súper suave
4. Apriete y obtenga 2 modos: melodías cortas o música continuada
5. Se puede limpiar fácilmente con un paño

FR 1. Tout doux à câliner
2. Mon ventre s'illumine !
3. Tout doux à câliner
4. 2 modes en serrant : mélodies brèves ou musique en continu
5. Essuyable pour un nettoyage facile

DE 1. Erkunde meine Falten und Anhänger
2. Mein Bauch leuchtet auf!
3. Superweich zum Kuscheln
4. Auf Drücken zwei Betriebsarten: Kurze Melodien oder kontinuierliche Musik
5. Abwischbar für einfache Reinigung

PT 1. Explore minhas dobras e etiquetas
2. Minha barriga acende!
3. Super macio e aconchegante
4. Aperte para ver dois modos: canções curtas ou música contínua
5. Fácil de limpar com um pano

IT 1. Esplora le mie pagine fruscianti e le mie etichette
2. La mia pancia si illumina!
3. Pupazzo super soffice
4. Schiaccia per 2 modalità: melodie brevi o musica continua
5. Si può pulire con un panno

More joy in every moment.™

bright starts™

FRONT Side

kids2™

File Name:	12498_EP_FivefoldInsert_032323r2.ai
Brand:	**Baby Einstein**
Category:	E-package
Product Name:	Hug-a-bye Baby™ Musical Light Up Soft Toy
Package Designer:	Enter Name
Product Manager:	Enter Name
Engineer:	Enter Name
Languages:	Languages on Package 3/6
Dimensions:	3.75"W x 5.75"H

Packaging Prints
PMS 1655 C plus CMYK

100% 75% 50% 25% 10% 3% 2% 1% Color

PMS 1655 C
Cyan
Magenta
Yellow
Black

pressSIGN CMYK 1 Spot_Colourbar_ISO 12647-2 Coated White Backing v6_labels_below i1Pro Contrast Bars.eps

pressSIGN CMYK 1 Spot CY CMY M75 Y25 K C25 MY CMY C50 CMY M Y50 K25 CM P C75 M50 Y K75 S1 CMY

pressSIGN CMYK 1 Spot_Colourbar_ISO 12647-2 Coated White Backing v6_labels_below.eps

pressSIGN CMYK 1 Spot CY CMY M75 Y25 K C25 MY CMY C50 CMY M Y50 K25 CM P C75 M50 Y K75 S1 CMY

There are two color bars on this proof and in the art file. One to be used with X-rite I1 Pro Spectrophotometer. The other can be used with most other spectrophotometers.
Printers must repeat one of the two color bars all the way across the width (gripper edge) of the press sheets on sample runs and production runs. Failure to comply will result in the remaking of film and/or plates at your cost.

数码稿以及设计文件包含了两种色带。一种适用于X-rite（爱色丽）I1 Pro 分光光度计，另一种适用于其它大部分的分光光度计。在打样或者批量生产时，印刷厂必须选择其中一种色带并重复添加直到覆盖整张纸的宽度（叼口边）。
没有按照上述要求而导致重新出菲林、出版的费用将由印刷厂承担。