

3.75"
3.75"
18.75"
3.75"
3.75"

5.75"



## We Believe the Future Belongs to the Curious

Baby Einstein™ helps parents cultivate curiosity through experiences of shared discovery and creativity. Why? Because curiosity motivates us to adapt, opens us to new possibilities, and creates a better world.

"I have no special talent. I am only passionately curious."  
— Albert Einstein

The Einstein Way™ is a curiosity-driven philosophy inspired by science and built from childhood development research. This encompasses:

- Open-Ended Experiences** that invite imagination through child-led play
- Real-World Learning** that introduces concepts from the world around us
- Multi-Sensorial Engagement** that encourages cognitive growth
- Confidence Development** that reinforces the excitement of discovery
- Creative Thinking Stimulation** that supports mental agility

Baby Einstein™ is committed to creating products and content that foster confidence, independence, and resilience in the children of today — so they may be the leaders of tomorrow.



## Cal-a-Pillow™

Tummy Time Activity Pillow

Fine & gross motor skill development through sensory play

- 1 Multisensory elements engage fingers, ears, & eyes
- 2 Take-along piano with lights and 20+ songs, sounds, phrases, & number learning
- 3 Baby-safe mirror promotes self-discovery
- 4 Comfy pillow supports baby during tummy time play



0-12m



TEACHES / ENSEÑA / ENSEIGNE

 Sensory Skills Habilidades Sensoriales Compétences Sensorielles	 Gross Motor Skills Motricidad Gruesa Capacités Motrices Grosses	 Fine Motor Skills Habilidades Motoras Finas Motricité Fine	 Numbers Números Nombres
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# 9

Elements for multisensory play  
Elementos para el juego multi sensorial  
Éléments pour jeux multisensoriels

# 20+

Songs, sounds, & phrases  
Canciones, sonidos y frases  
Chansons, sons et phrases

Designed by experts. Inspired by curiosity. Made for milestones.™  
babyeinstein.com/theeinsteinway



## Cal-a-Pillow™

Tummy Time Activity Pillow / Cojín de Actividades para el Juego Boca Abajo / Traversin de support avec activités pour le plat ventre  
Bauchlage Aktivitäten-Kissen / Poduszka edukacyjna do zabawy na brzuszku / Cuscino multiattività per gioco a pancia in giù a

### EN Fine & gross motor skill development through sensory play

1. Multisensory elements engage fingers, ears, & eyes
2. Take-along piano with lights and 20+ songs, sounds, phrases, & number learning
3. Baby-safe mirror promotes self-discovery
4. Comfy pillow supports baby during tummy time play

### ES Desarrollo de las habilidades motoras finas y gruesas a través del juego

1. Los elementos multi sensoriales involucran dedos, oídos y ojos
2. Piano portátil con luces y más de 20 canciones, sonidos, frases y para conocer los números
3. Espejo a prueba de niños permite el auto descubrimiento
4. Un cómodo cojín da soporte al bebé durante el juego boca abajo

### FR Développement de la motricité fine et globale par le jeu sensoriel

1. Éléments multisensoriels développant le toucher, l'ouïe et la vue
2. Piano portable, lumières, plus de 20 chansons, sons, phrases; apprentissage des chiffres
3. Miroir sécurisé permettant la connaissance du reflet
4. Traversin confortable soutenant le bébé pendant ses jeux à plat ventre

### DE Entwicklung der Fein- und Grobmotorik durch sensorisches Spielen

1. Multisensorische Elemente motivieren Finger, Ohren und Augen
2. Klavier zum Mitnehmen mit Beleuchtung und über 20 Liedern, Klängen, Sätzen und Zahlen zum Lernen
3. Babysicherer Spiegel fördert die Selbstentdeckung
4. Das gemütliche Kissen unterstützt das Baby beim Spielen in der Bauchlage

### PL Rozwój motoryki małej i dużej poprzez zabawę sensoryczną

1. Elementy multisensoryczne angażują palce, uszy i oczy
2. Przenośne pianino ze światełkami i ponad 20 piosenkami, dźwiękami, zwrotkami i nauką liczb
3. Bezpieczne dla dziecka lustro pomaga odkrywać siebie
4. Wygodna poduszka podpira dziecko podczas zabawy na brzuszku

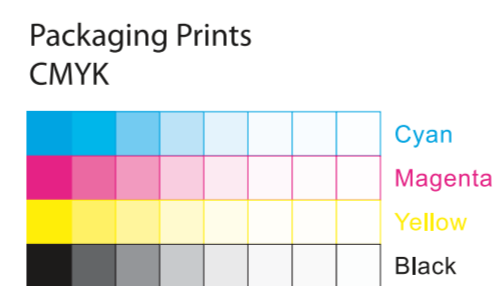
### IT Sviluppo delle capacità motorie generali e complesse attraverso il gioco sensoriale

1. Elementi multisensoriali che coinvolgono dita, orecchie e occhi
2. Pianola portatile con luci e più di 20 canzoncine, suoni, frasi e numeri da imparare
3. Specchio a prova di bebè per l'auto-scoperta
4. Comodo cuscino per sostenere il bimbo durante il gioco a pancia in giù

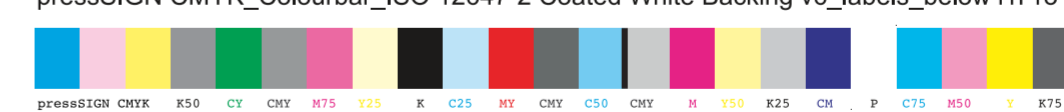


**kids2™**

**File Name:** 16756\_EP\_5foldInsert\_032023r1.ai  
**Brand:** Baby Einstein  
**Category:** E-package  
**Product Name:** Cal-a-Pillow  
**Package Designer:** Jimmy Li  
**Product Manager:** Enter Name  
**Engineer:** Enter Name  
**Languages:** Languages on Package 3/6  
**Dimensions:** XX"W x XX"H x XX"D



pressSIGN CMYK\_Colourbar\_ISO 12647-2 Coated White Backing v6\_labels\_below i1Pro Contrast Bars.eps



pressSIGN CMYK\_Colourbar\_ISO 12647-2 Coated White Backing v6\_labels\_below.eps



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 (grripper 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。