



# 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 Discovery

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.

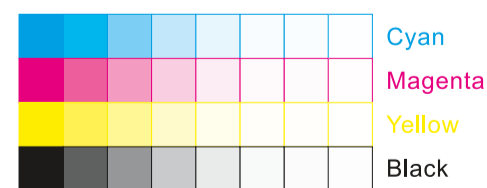
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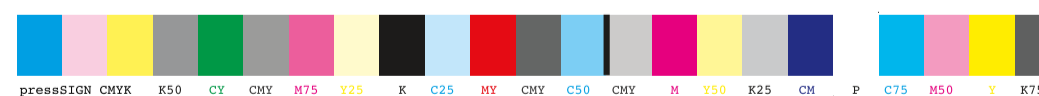


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**Package Designer:** Jimmy Li  
**Product Manager:**  
**Engineer:**  
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Packaging Prints  
CMYK



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



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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。