

With instructions from an ophthalmologist and neuropediatrician

mooshie wooshie + evenio 

Dodo discovers PATTERNS



0+ months



Patterns that support baby's vision and brain growth

BLACK-WHITE-RED CONTRASTS FOR NEWBORNS

♥ Why is this picture book good for your baby?

Newborn babies have undeveloped vision, see things as blurry, and do not distinguish colors as well as adults. Babies see best at a distance of 20-30 cm and are attracted to strong contrasts and symmetrical, dynamic shapes.

With young children, it is important that stimulation is structured but not too intense, and that it includes interaction with an adult.

This picture book is designed for the first months of a baby's life, when the visual system is still developing, and contrasts are crucial for the development of vision. However, shapes, patterns, and motifs will remain interesting to babies throughout the first year and beyond.

♥ How to use this picture book?

- Hold the picture book 20-30 cm from your baby's eyes.
- Pause for 20-30 seconds on each page for the youngest babies and gradually increase the duration as your baby grows.
- The best reading position is with your baby on their back and the picture book above or next to them. The contrasts will attract your baby's attention, so you can use the picture book to calm your baby (e.g., on a swing).
- The picture book is also perfect for so-called "tummy time." Place the open picture book in front of your baby while they are on their tummy.
- The picture book is ideal for establishing a routine that gives babies a sense of security.

Beneficial effects on baby development:

- Stimulates vision development.
- Strengthens focus and concentration.
- Soothes through repetitive patterns.
- Stimulates new neural connections.
- Strengthens the bond between parent and child.

Scientific background

The retina of the eye contains rods and cones. Rods are mainly activated in low light and ensure black-and-white vision, while cones ensure color perception.

Black-and-white contrasts stimulate already functional rods, and red stimulates the first cones, which develop around the second month of life.

Visual stimulation promotes myelination, a process that speeds up the transmission of signals from the eye to the brain. In the first months of life, the brain creates up to a million new synapses per second.

This picture book was created to stimulate neural connections in the brain, improving coordination of the eyes, depth perception, and attention, which are the basis for later cognitive and social development.

♥ FUN FACT:

You will notice that the baby keeps his eyes on the patterns for longer, and what is especially interesting is the "intruder" they notice in the regular pattern (e.g. one shape that is a different color from the others).

We wish you many magical moments with your baby!

Autors

Professional associates:

Valentina Cigić, MD, specialist in ophthalmology and optometry

Iva Šeparović, MD, Specialist in pediatrics, subspecialist in pediatric neurology





