



potty-training tools for toddlers  
charts, books, kits, rewards, and more!

## **POTTY TOTS®**

### **PRODUCT/SERVICE OVERVIEW**

The Potty Tots® Potty Training Program is a unique and universal system that is child-centered and provides all of the resources necessary for successful potty training. It features an adorable group of ethnically diverse preschoolers who engage children by singing and dancing their way through the six steps of Potty Training. This highly interactive program addresses multiple learning styles, encouraging kids to participate and ultimately fostering confidence, self-esteem and independence. It provides everything you'll need for a fun, stress-free potty training experience.

### **POTTY TRAINING KIT**

This unique kit consists of a storybook, animated DVD with bonus music videos, step-by-step illustrated potty chart and game for keeping track of progress and success. The retail price is \$19.95.

- Potty Training Guide Book – This colorful and encouraging story book introduces the ten Potty Tots characters and speaks directly to the child to address the fears and challenges of going potty at school.
- Illustrated Potty Training Chart – This step-by-step chart illustrates the six steps of potty training (Pants Down, Go Potty, Wipe, Pants Up, Flush, and Wash Hands), in a simple and friendly way in which kids can relate. (Parents also can separately purchase a customized Potty Training Chart, which features one of our ten Potty Tots, that may look like their child or have common interests, for just \$7.95.)
- Animated DVD with Bonus Music Videos – The DVD showcases the animated story from the book and features three original Potty Tots songs (the Potty Song, Potty Rock and Potty Stomp). The music videos help engage kids to sing and dance their way to remembering the six steps of potty training.
- Progress Game – This simple interactive “Toilet Bowl” game is fashioned after the Super Bowl and comes with Potty Tots cling figures, which allow children to track their progress up the field and to gain positive reinforcement with praise and rewards.

### **ONLINE COMMUNITY RESOURCES ([www.pottytots.com](http://www.pottytots.com))**

An integral part of the Potty Tots Training Program, the web site features a variety of tools and resources for both parents and children.

- Parent’s Page – This section features an FAQ section; an online informational newsletter, “Tidbits for Toddlers;” and “Tales from Toddlerhood,” a Parent’s Blog which offers parents a glimpse into one witty mom’s world of raising two toddlers and the adventures they encounter every day.
- Just for Tots Page – This section was designed for the express purpose of having fun while learning about potty training. It includes coloring-pages, interactive games and a “Meet the Potty Tots” page. It also has a Potty Tots “Diploma,” which can be customized and printed once the child’s potty training has been mastered.

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## PRODUCT/SERVICE OVERVIEW / PG. 2

### INTRODUCING THE POTTY TOTS CHARACTERS

This fun-filled group of ethnically diverse and unique characters helps kids relate individually. Children can pick a Potty Tot pal that looks like them, or one that shares their common interests. Their memorable and relatable saying is “We’ll show you how to go potty now!”

### THE POTTY TOT BOYS



**Enrique** runs around the house in a red cape with a big E on his shirt. He is determined to be a Super Hero when he grows up. He practices his super hero strengths by leaping over the building blocks in a single bound and saving his sister’s doll from falling off the bed!



**Henry** has always been a master at Hide and Seek. He especially loves finding the best hiding places on the playground. One time he was hiding for so long that he almost missed snack time! He loves to amaze his friends with his magic trick of making a penny disappear!



**Ian** is an “extreme” toddler! He loves putting on his helmet, knee and elbow pads and skateboarding on the patio in his backyard. He even made a little ramp out of a piece of plywood he found in the garage! He has a little jeep and races his big sister on her tricycle. There is no stopping this future “speed racer!”



**Marcus** loves playing football with his Dad. They play inside, they play outside. He even has a football pillow on his bed! His Dad takes all the neighborhood boys to the park for a game of football and then they all go back to Marcus’ house for hotdogs and French fries (Marcus’ second favorite thing in the world!)



**Anthony’s** Mom says he was born with the gift of rhythm. He doesn’t really know what that means, but he knows he loves to play the drums all day long. He started with pots and pans and then graduated to bongos and now has a set of drums with drumsticks and everything!

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**THE POTTY TOT GIRLS**



**Shamika** loves gymnastics and can do a cartwheel and a summersault! Her favorite treat is jellybeans. Her mother has a jar of jellybeans in the kitchen and Shamika can have one every time she does a good deed!



**Ally** is very athletic. She loves playing goalie for the peewee soccer club. Whenever she gets a chance, Ally has a microphone in her hand and sings as loud as she can. She hopes one day to be the first professional singing soccer superstar!



**Leilani** loves all kinds of dancing. She takes ballet and Polynesian dance lessons. She also loves baking cookies with her Dad and surprising Mom with a big plate of chocolate chip cookies!



**Shannon** loves the outdoors! She and her family plant flowers in the garden every spring. She has a special section called, “Shannon’s Secret Garden.” She takes good care of her flowers and loves to watch them grow. Indoors she loves finger painting. She just has to remember to keep the paint on the paper!



**Emily** loves animals. She has two puppies named Cookie and Annie. She loves to help take care of them everyday. She feeds them, brushes them and takes them to the park to play.