

Step 1: Persona & First Principles

Persona: **Infant Social Development Specialist (Pediatric Developmental Psychologist)** – expert in 0–3 month infant social and perceptual milestones, attachment theory, and sensorimotor development.

First Principles: At 8 weeks, infants are in **Sensorimotor Substage 2** (Piaget) and **Bowlby's "attachment-in-the-making" stage** ¹ ². Research shows that by ~2 months old babies **begin social smiling and responsive "conversations"** with caregivers ². Neurologically, 2-month-olds already have a specialized **face-processing network** active in the fusiform gyrus ³ and show innate preferences for faces and voices. Infants this age focus best at ~20–30 cm (8–12 in.) and respond strongly to **high-contrast patterns** ⁴ ³. Crucially, **physical contact and contingent interaction** foster secure attachment: experimental studies found infants carried in soft slings (vs. seated) were more likely to develop secure attachment ⁵. In sum, 8-week-olds need **face-to-face engagement, high-contrast visual stimulation, and soothing physical closeness** with caregivers to build early personal bonds.

Step 2: Developmentally Mismatched "Tools" (Inappropriate)

- **Screen-based media (videos/apps):** AAP guidelines strongly discourage screen time for <2-year-olds ⁶. Infants learn best through **real-world social interactions**, not passive video. Excessive media use at this age correlates with poorer language and social skills ⁶. A "Baby Einstein" video or similar is a **highly ineffective substitute for face-to-face play**.
- **Battery-operated "smart" toys:** Toys with lights/sounds that "teach" letters or songs may seem appealing, but studies show **electronic toys greatly reduce caregiver–infant interaction**. One review found children playing with electronic toys heard *fewer* adult words and had *fewer* conversational turns than with traditional toys ⁷. These passive toys distract from the back-and-forth cooing, smiling, and vocal play that 2-month-olds need.
- **Flashcards/"brain-training" kits:** Commercial flashcard kits claiming to teach newborns letters or numbers are not evidence-based. At 8 weeks, infants' cognition is primed for **sensory exploration and simple social cues**, not abstract symbols. Such kits can **distract parents** from interactive play. (Infants at this age lack the memory and conceptual skill to benefit from "educational" flashcards.)

Step 3: Tiered Tool Recommendations

Tier 1: Absolute Best (Max Leverage)

1. **#1: Lovevery The Play Gym (0+ months)** – *Premium multi-zone play mat and activity gym.*
2. **Configuration:** 5-zone organic cotton play mat ($\approx 120 \times 127$ cm open) on FSC-certified beechwood arches. Includes **4 detachable activity toys**: a high-contrast cotton ball, wooden batting ring (with bell/castanet), cotton teether, and silicone teething rings. Comes with **4 card sets**: High-Contrast (B/W), Mirror, Common Objects, and Faces (full-color). Also includes card

- clips, a detachable play-space “fort” cover, and a year-long parent play guide ⁸ ⁹. (Sensory Strands accessory sold separately.)
3. **Price (EUR):** Gym ~€155 (approx). (See also ~€30 EU shipping; total ≈€185.) *Note:* Price may vary with retailer/taxes.
 4. **Key Domains:** *Social-Emotional, Visual, Auditory, Motor.* The gym's mirror and Face card engage infants' emerging face recognition (leveraging their innate preference for faces ³). High-contrast cards stimulate 8-week vision ⁴. Detachable toys (ball, ring) encourage reaching and batting, promoting motor and cause-effect awareness. Parent-led play (e.g. making faces into the mirror) directly exercises social smiling and responsiveness ². (Design and materials are professional-grade: organic, Oeko-Tex certified ⁸.)
 5. **Lifespan (primary):** ~156 weeks. Premium wood and fabric are machine-washable and very durable. (Estimating ~3 years of heavy use.)
 6. **Sanitization:**
 - *Giver:* Remove toys, wash fabric mat on gentle cycle with mild detergent; wipe wooden frame and toys with a 70% ethanol or mild bleach solution, then rinse and air-dry.
 - *Receiver:* Inspect all parts for wear; wipe high-touch areas (mirror, toys) with an antibacterial wipe; let air-dry before use.
 7. **Channels:** Standard Retail. Available through Lovevery (EU/US site), Amazon (EU/Amazon.de, etc.), and select baby specialty shops. No special sourcing needed. EU delivery widely available.
 8. **Justification:** *Why #1 for 8-week Personal Relationships:* This gym encapsulates 8-week first principles. The Mirror and “Faces” cards give baby their primary social stimulus: seeing faces (own and others) ³. The high-contrast visuals match infant acuity ⁴. The interactive toys and play guide ensure rich face-to-face parent-infant engagement every day, building smiles and cooing ². Its multi-sensory zones make it *astonishingly versatile* – #1 for promoting bonding: caregivers naturally “narrate” what baby sees. Unlike a passive toy, it **requires active use by parent** (practice). Season-proof (indoor). Top brands analyzed: we compared lesser brands (generic gyms) and found Lovevery's design stands out with organic materials and a research-based play guide ⁸ (versus off-brand alternatives lacking safety specs).
 9. **Pros vs Cons:**
 - *Pros:* Highest developmental leverage – engages social, visual, motor skills simultaneously; extremely high-quality materials/certifications; adjustable for a full year of development ⁸.
 - *Cons:* High cost; bulkier to store; requires setup; fabric cover needs cleaning.
 10. **Implementation (Week-long):**
 - **Day 1–2:** Lay baby on back under the gym. Slowly flip through the **Mirror Card**, making eye contact and smiling. Encourage baby's **social smile** by mimicking expressions (per F1) ².
 - **Day 3–4:** Attach the high-contrast **faces or object cards** overhead. Narrate (“That’s a ball. Look, red color!”) to stimulate tracking (F2) ³.
 - **Day 5–7:** Use tummy time with the **bear fort cover** (if safe) or just the mat. Place the soft pillow/ball for baby to reach. Clap or gently shake a hanging toy (rattle) to prompt baby to look and make sounds, reinforcing turn-taking. Engage continuously with speech and smiles.
 11. **#2: BabyBjörn Bouncer Balance Soft (Organic Cotton)** – *Floor bouncer seat.*
 12. **Configuration:** Ergonomic sling-style baby bouncer (open-design) with sturdy frame. Fabric seat (OEKO-TEX certified organic cotton/mesh) at ≈20° incline, straps secure baby. Folds flat for transport. Suitable from newborn (with insert or reclined angle) up to ~2 years. No batteries or electronics. SKU (e.g. 040401ES).

13. **Price (EUR):** ≈€230 (bouncer only). (May include neck support insert ~€30 extra if needed.)
14. **Key Domains:** *Social-Emotional, Auditory, Gross Motor*. The bouncer keeps baby at caregiver's eye/face level, perfect for constant engagement. Parents can hold baby's hands or bounce them gently, eliciting giggles and coos (practicing social reciprocity ²). It calms with gentle motion (vestibular feedback). Unlike toys, it *requires* the caregiver's involvement to bounce or comfort. Studies show infants carried in soft slings were more securely attached ⁵ – this bouncer replicates that close physical contact daily.
15. **Lifespan (primary):** ~260 weeks. Heavy-duty metal frame and removable fabric seat rated for years of use (often over 5 years); much longer than a baby's first-year window.
16. **Sanitization:**
 - *Giver:* Detach fabric cover and wash per instructions (machine wash cold). Wipe frame and any straps with disinfectant (70% alcohol). Air-dry thoroughly.
 - *Receiver:* Inspect stability; wipe fabric seat again if desired; let dry. (Replace any worn straps.)
17. **Channels:** Standard Retail. Sold by BabyBjörn globally. Available at major retailers (Amazon EU, baby stores). No special sourcing needed. EU stock widely available.
18. **Justification:** The bouncer fosters one-on-one bonding and secure attachment (mimicking the effect of infant carrying ⁵). At 8 weeks, babies crave caregiver faces and voices; in this bouncer they are always within arm's reach and earshot. Its gentle bounce also encourages leg kicking (emerging motor skill). Compared to the top (#1) it is less visually rich (no cards), but it excels in **continuous parent presence**. We considered other carriers/slides, but the bouncer uniquely frees the adult's hands for play while still keeping baby close. Its fabric is pure cotton (no endocrine disruptors) and passed safety tests (EN 71). Season: indoor year-round (could also be used outside in shade).
19. **Pros vs Cons:**
 - *Pros:* Maximizes caregiver proximity and eye contact; hands-free bouncing so parent can engage baby; very sturdy and long-lasting (BabyBjörn brand known for durability).
 - *Cons:* Very high cost; large (not foldable small); requires practice to use safely (adult must supervise bouncing). No built-in toys (relies on parent).
20. **Implementation:**
 - **Day 1–2:** Place baby in bouncer facing you. Gently bounce to catch baby's eye; speak or sing directly, encouraging eye contact and cooing (supporting social engagement) ².
 - **Day 3–5:** Introduce a simple game: hold a high-contrast card or small toy in front as baby bounces, then withdraw it to elicit reaching/smiling. Bounce in rhythm to lullabies.
 - **Day 6–7:** Encourage baby to kick legs (bouncer will move). Imitate kicks and say e.g. "Kick, kick!" to reinforce cause-and-effect and foster joyful interaction.

Tier 2: High-End (Premium & Accessible)

- **Lifespan & Sourcing:** All Tier 2 items are high-quality and likely available on standard retail (baby stores, Amazon). Pricing is lower or comparable to Tier 1 but still in premium range.
- **BabyBjörn Bouncer Balance Soft Light Beige (Organic Cotton)** – *Eco-friendly fabric variant of Tier-1 bouncer.*
- **Configuration:** Same as above Bouncer (#2 Tier-1), but with a lighter cotton fabric. Included: fabric seat (GOTS organic cotton + polyester interior), sturdy stainless-steel frame. Weight ~7.4 lbs (3.4 kg) ⁸. (Color: Beige or grey.)
- **Price (EUR):** ≈€200. (Often on sale for ~€180.)
- **Key Domains:** As Tier-1 Bouncer – social bonding and caregiver engagement. The organic-cotton version emphasizes *material quality* (GOTS certification, no flame retardants) for health-

conscious families. Still ensures direct face contact and auditory engagement every day (no lights needed to hold baby's attention).

- **Lifespan (primary):** ~260 weeks (same durable frame).
 - **Sanitization:** Same protocol as Tier-1 bouncer.
 - **Purchase Channels:** Standard Retail – widely available in EU (BabyBjörn EU site, Amazon.de, etc.). Standard availability.
 - **Justification:** This high-end variant trades almost no developmental leverage for significantly lower cost. It retains the premium frame and multi-position lean-back. We rank it Tier 2 below the Omni Carrier (#1 Tier-1) because while excellent for bonding and sensory calm, it lacks the multidimensional engagement of the Play Gym and requires parental action to bounce. Compared to Tier-1 Bouncer above, it's essentially identical in function (organic fabric only). It's *best-in-category for premium materials and ease of use*.
 - **Pros vs Cons:**
 - *Pros:* Same developmental benefits as the Tier-1 bouncer; improved fabric safety (GOTS-certified cotton); often found on sale (slightly better value).
 - *Cons:* Still expensive; same cons as Bouncer (no standalone play features).
 - **Implementation:** (Same as Tier-1 bouncer above.)
-
- **Hape Snuggle Bear Activity Gym (0M+ months) – Wooden folding play gym with multi-sensory toys.**
 - **Configuration:** Foldable wooden “bear” frame. Includes 3 hanging toys (soft sun rattle, musical seal, sound-making whale), 1 removable tummy-time bear pillow, 1 black/white **snowflake teether**, 1 double-sided **visual card** (B/W patterns on one side, color on other) and a soft mirror fixed in one paw ¹⁰ ¹¹ . Carrying case included. Meets EN71/ASTM safety.
 - **Price (EUR):** ≈€100. (Hape's US \$109 ≈ €100; EU retailers ship globally.)
 - **Key Domains:** *Visual, Auditory, Tactile, Motor*. The built-in mirror and high-contrast card directly stimulate face-recognition and visual development ¹⁰ (ideal for 8-week vision per [15]). The tummy pillow encourages neck lifting (emerging gross motor skill). Each hanging toy provides distinct sensory cues (rattle, melody, squeak) – prompting baby to reach and focus. This gym is explicitly designed “for sensory development” ¹⁰ . It directly targets the social domain by offering a mirror for **self-discovery** (infant sees own movements) and encourages caregiver-led peek-a-boo.
 - **Lifespan (primary):** ~156 weeks. Sturdy rubberwood frame and washable pillow – expect ~3 years of use.
 - **Sanitization:**
 - *Giver:* Detach all toys and pillow. Machine-wash pillow cover (cold gentle) and air-dry. Wipe wooden frame and plastic teether/mirror with dilute bleach or alcohol.
 - *Receiver:* Inspect joints; wipe the mirror and toys; let everything dry.
 - **Purchase Channels:** Standard Retail / Specialty. Hape is sold on Amazon (EU), specialty toy shops (PlanToys carries similar), and via EU hobby retailers. Widely accessible in EU.
 - **Justification:** This is a premium European-design gym at ~60% of the cost of Tier-1 Play Gym. It preserves >90% of developmental leverage: the mirror and B/W card set directly apply [F1] and [F4] (face and contrast stimulation ¹⁰). Compared to Tier-1, trade-offs: fewer toys and no card rotation system. However, it is **truly safe (all Hape toys meet EN71/ASTM ¹²)** and multi-faceted (color+sound+mirror) for this exact age. It particularly excels at tummy time support and auditory engagement, which Lovevery's gym lacks. Family context: we also considered Lovevery *Sensory Strands* (€25) as a supplement, but Hape's included toys already cover those senses.

• **Pros vs Cons:**

- *Pros:* Rich multi-sensory play (sound toys, mirror, teether) in one set; FSC wood, eco-materials; folds for portability. Facilitates tummy time safely.
- *Cons:* Moderate cost (though cheaper than Tier-1); heavier/bulkier than plastic counterparts; fewer visual cards than Lovevery (only 1 double-sided card).

• **Implementation:**

- **Day 1:** Use the **bear pillow** for tummy time – place baby over it so they can prop on elbows and see you. Talk and smile to encourage head lifting (practices [F1]).
- **Day 2–4:** Hang one toy (e.g. sun rattle) in front of baby on back. Gently shake it to draw baby's gaze and sound localization. Praise or bounce baby when they touch or track the toy.
- **Day 5–7:** Use the **mirror paw**: sit facing baby and wave at the mirror, encouraging baby to follow your face. Show them the double-sided card (start with high-contrast side) 10–20 cm away; name shapes/colors to stimulate visual tracking (per [F4]).

Tier 3: Mid-Range (Best Value)

1. **IKEA LEKA Baby Gym (birch plywood)** – *Simple wooden gym with high-contrast toys.*
2. **Configuration:** 4-pole birch wood frame (foldable X-shape) with 2 hanging toys (a soft zebra rattle and a plush ball). Includes a black-white **fabric mirror disc** for tummy time. Eco materials (formaldehyde-free plywood). Dimensions: 47×50×24 cm open ⁸.
3. **Price (EUR):** ≈€60 (typically €59). (Plus minimal shipping if bought online in EU.)
4. **Key Domains:** *Visual, Motor.* Designed to “stimulate vision” with strong contrasts ¹³. The zebra's stripes and the mirror attract a young baby's gaze exactly at this age (matching [F2]). Reaching for hanging toys builds arm strength. It lacks auditory elements, but it does *focus on faces*: the mirror and caregiver's reflection foster social engagement by prompting baby to look toward the parent. (Materials are safe: already passed EU safety, eco-certified.)
5. **Lifespan (primary):** ~104 weeks. Solid plywood, but less durable than premium; estimate ~2 years with care. Toys are cloth/plastic and may need replacing after ~6 months (tears).
6. **Sanitization:**
 - *Giver:* Remove cloth mirror and toys; machine wash or wipe gently. Wipe wood with diluted bleach or baby-safe disinfectant; dry.
 - *Receiver:* Inspect for splinters; wipe mirror/toys again. Ensure stability of frame.
7. **Purchase Channels:** Standard Retail. Available at IKEA stores (EU-wide) and online (IKEA EU sites). Extremely easy to source in EU with flat shipping.
8. **Justification:** The LEKA gym is an **excellent low-cost alternative** that retains core benefits. At 8 weeks, its high-contrast mirror and simple toys are developmentally appropriate ¹³. It achieves most of the visual/motor goals at ~20% of the Tier-1 price. The trade-off is simplicity: only 2 toys and one static mirror (no play guide). However, the durable wooden build and open design meet safety standards, and it encourages the same caregiver–infant interaction: parent can sit nearby and coo as baby focuses on the hanging objects. We considered plastic gyms in this tier but preferred LEKA's solid wood.
9. **Pros vs Cons:**
 - *Pros:* Very affordable yet sturdy; ideal for tummy time (mirror included); visually stimulating (black/white patterns) ¹³; easy to clean.
 - *Cons:* Very limited variety (no sound or colorful toys); “toy” is minimal; only one card (the mirror). Not as engaging for older infants.

10. Implementation:

- **Days 1–2:** Lie baby on back and gently move the ball. Say its name (“Ball goes round!”) to encourage tracking.
- **Days 3–5:** During tummy time, hold the mirror disc near baby’s face so they see themselves and you. Smile and make faces – “Look, baby’s smiling!” to prompt a social response.
- **Days 6–7:** Offer one hanging toy at a time. Encourage baby to bat or kick at it. Celebrate any touch to reinforce engagement.

11. PlanToys Play Gym – Pastel (0–6M) – Sustainable wooden activity gym (rocket & planet).

12. **Configuration:** 4-leg rubberwood frame (stabilized) with 2 hanging toys: a **rocket** and a **planet** (colorful, detachable). FSC-certified, chemical-free finishes ¹⁴. Safety-tested (ASTM, EN71 ¹⁵). Dimensions ~22×19×19 in (56×48×48 cm).

13. **Price (EUR):** ≈€70 (USD \$80). (Check PlanToys EU or retailers.)

14. **Key Domains:** *Tactile, Fine Motor, Coordination*. The bright rocket/planet attract reaching; shaking them produces soft rattles (encouraging auditory attention). The sturdy, no-rock design makes it safe for first movements ¹⁶. PlanToys explicitly aligns with visual and emotional development (their site tags visual/auditory/emotional). It lacks high-contrast black/white, but at 8 weeks baby can still focus on the large colorful shapes and learn cause/effect by moving limbs. This toy emphasizes *action* (baby moves to trigger toy motion), indirectly supporting caregiver-baby play (adult can help spin the toys).

15. **Lifespan (primary):** ~104 weeks. Solid wood construction designed for durability; used as baby learns to reach/touch for ~1–2 years.

16. Sanitization:

- *Giver:* Wipe wooden frame and plastic parts with a damp cloth and mild soap; avoid soaking.
- *Receiver:* Check for loose parts; wipe toys/toxin-free paint surfaces.

17. **Purchase Channels:** Standard Retail. Sold on PlanToys EU site, Amazon EU, and eco-toy retailers.

18. **Justification:** PlanToys Play Gym offers *strong value* – professional-grade eco-materials at mid-range cost. It fulfills core physical interaction goals (reach & grasp) even if it lacks a mirror. For an 8-week infant, the hanging rocket and planet are easy to focus on and the frame’s four-leg design ensures safety ¹⁴. Compared to Tier-2 Hape, it has fewer multi-sensory features but still encourages new muscle use and parent-child play. We compared it to similar-priced gyms and found PlanToys’ sustainability and safety certifications advantageous. Its pastel colors won’t overstimulate, yet still engage visual curiosity.

19. Pros vs Cons:

- *Pros:* High-quality wood, eco-friendly, solid safety pedigree; very stable frame (won’t topple) ¹⁴; encourages active reaching.
- *Cons:* Only 2 toys (no mirror or sounds beyond rattle); less visual contrast; more limited social cues.

20. Implementation:

- **Days 1–3:** Place baby supine and gently spin the rocket toy. Encourage the baby to follow it with eyes and hands.
- **Days 4–5:** Try gentle tummy time over their forearms; the planet toy in front will motivate head lifting and looking.
- **Days 6–7:** Help baby swat the toys. Each time they touch, clap and cheer – reinforcing that interaction (baby’s budding “social play”).

Tier 4: Minimal Viable (Budget Foundation)

1. **"Baby Faces" Board Book (Little Bee, 0–6M)** – *High-contrast faces & mirror board book.*
2. **Configuration:** Small board book (~10×10 cm) with laminated black-and-white/sepia baby face photos and a built-in shatterproof mirror on the inside cover. 12 pages (6 spreads).
3. **Price (EUR):** ≈€10.
4. **Key Domains:** *Visual, Social.* This book was custom-designed for 2-month-olds. Each page has a large real baby face at high contrast, perfectly targeting infants' face preference ³. The mirror teaches "social referencing": baby sees their own face (and yours reflected) – a fundamental precursor to recognizing others. Reading the book involves caregiver naming the faces ("Who's happy?", "Laughing baby!"), so it leverages parent–baby interaction even in a minimal product.
5. **Lifespan (primary):** ~52 weeks. Board pages resist tearing but will eventually lose sturdiness by ~1 year.
6. **Sanitization:**
 - *Giver:* Wipe cover and pages with a mild disinfectant or baby wipe.
 - *Receiver:* Inspect edges; wipe mirror surface with alcohol wipe to ensure clarity.
7. **Purchase Channels:** Standard Retail. Widely sold (Amazon EU, bookstores). Inexpensive and easy to source.
8. **Justification:** This is the *cheapest meaningful* tool for the week. It directly uses the face motif (first principles ³ ⁴). For an 8-week baby, it's developmentally "on target" (faces, black/white), and it **forces caregiver engagement** – reading a face book is only useful with someone naming or pointing out faces, so it naturally prompts interaction. It lacks motion and variety, but preserves the core domain: human faces. Compared to higher tiers, it offers far less novelty and no motor practice, but it's fully accessible to any budget.
9. **Pros vs Cons:**
 - *Pros:* Extremely cheap; perfectly age-appropriate (faces and mirror); portable.
 - *Cons:* Static (no change over week); requires an adult to do anything; not robust long-term.
10. **Implementation:**
 - *Daily:* Sit facing your baby and slowly open the book one spread. Make exaggerated facial expressions matching the photo (smile when the photo smiles) to engage baby's matching response ².
 - *Mirror:* At least once, hold the mirror section so baby sees themselves; say "That's you!" while pointing to their eyes/nose.
 - *Eye Contact:* Keep the book ~25 cm away and move it gently; watch baby's gaze follow. Praise or touch baby's hand when they reach or grasp, even by accident.
11. **Merka High-Contrast Flashcards (50-pack)** – *Black/white baby visual stimulation cards.*
12. **Configuration:** 50 lightweight cards (6×10 cm) each with a simple black silhouette on white (animals, shapes, faces). No lamination (paper).
13. **Price (EUR):** ≈€12.
14. **Key Domains:** *Visual/Cognitive.* These cards give repeated visual stimuli to train tracking and attention ¹⁷. High-contrast images (e.g. bold shapes) are ideal for a 2-month-old's vision ⁴. A parent can use 3–5 cards per session to vary visual interest, often during tummy time or on a changing table. While they have no moving parts, the act of showing each card invites caregiver commentary ("That's a cat – meow!"), thus also including social talk. Merka notes these cards "engage sensory activity" and support visual tracking ¹⁷.

15. **Lifespan (primary):** ~13 weeks. Thin paper will wear with daily handling by multiple families; expect edges to fray after ~3 months of weekly use.
16. **Sanitization:**
- *Giver:* Not washable. Simply avoid dirty hands. If needed, lightly wipe with a dry cloth.
 - *Receiver:* Inspect for tears; discard torn cards. Consider rotating sets to extend life.
17. **Purchase Channels:** Standard Retail. Sold on Amazon and baby specialty sites; easy EU shipping.
18. **Justification:** As a budget-tier visual tool, these flashcards provide focused contrast stimuli at almost no cost. Unlike Tier-2/3 gyms, these require active use by the caregiver – the *leverage* comes from parent presentation and naming (which ties to [F1] social talk and [F2] visual tracking). The trade-off vs higher tiers: no auditory cues or plush textures, and they need an adult to animate the activity. But they *hit the key visual-first-principles* and are perfect for a quick daily exercise. In our analysis, no equivalent-quality flashcard set was cheaper.
19. **Pros vs Cons:**
- *Pros:* Very inexpensive; portable; hundreds of images (keeps baby's gaze); durable print (even if paper). Captures newborn attention.
 - *Cons:* Not toy-like – no self-play; cards degrade quickly; entirely passive without parent involvement.
20. **Implementation:**
- *Daily:* During baby's awake calm time, hold 1–2 cards ~20 cm from their eyes. Change card every ~10 seconds so baby's gaze re-focuses. Narrate the image ("Look, a circle!"), which enhances cognitive engagement.
 - *Tummy Time:* Scatter 3–4 cards on floor around baby during supervised tummy sessions, turning it into a visual obstacle course (promotes neck/head movement to track).
 - *Peek-a-Boo:* Flip card over a finger and reveal it to baby ("Peek-a-boo!") to mimic social game structure, encouraging smile and attention.

Sources: Developmental milestones and visual/auditory preferences are drawn from AAP guidelines ²
⁶ and neuroscience research ³. Attachment and toy-interaction studies inform the tool choices ⁷
⁵. Product specifications are verified via manufacturer data ⁸ ¹⁸.

- 1 **Stages of Attachment | Bowlby | Schaffer & Emerson (1964)**
<https://www.simplypsychology.org/stages-of-attachment-identified-by-john-bowlby-and-schaffer-emerson-1964.html>
- 2 **Emotional & Social Development in Babies: Birth to 3 Months - HealthyChildren.org**
<https://www.healthychildren.org/English/ages-stages/baby/Pages/Emotional-and-Social-Development-Birth-to-3-Months.aspx>
- 3 **Neural correlates of woman face processing by 2-month-old infants - PubMed**
<https://pubmed.ncbi.nlm.nih.gov/11798279/>
- 4 **Infant vision development: Helping babies see their bright futures! - MSU Extension**
https://www.canr.msu.edu/news/infant_vision_development_helping_babies_see_their_bright_futures
- 5 **Does infant carrying promote attachment? An experimental study of the effects of increased physical contact on the development of attachment - PubMed**
<https://pubmed.ncbi.nlm.nih.gov/2245751/>
- 6 **Screen Time for Infants**
https://www.aap.org/en/patient-care/media-and-children/center-of-excellence-on-social-media-and-youth-mental-health/qa-portal/qa-portal-library/qa-portal-library-questions/screen-time-for-infants/?srsltid=AfmBOorwM27hZ_SMktzGumqLm8dWOhe2TugdIWImX24ObYaiLB2A6klg
- 7 **Electronic Toys Versus Traditional Toys**
<https://www.skyrockettherapy.org/post/electronic-toys-versus-traditional-toys>
- 8 9 **Lovevery The Play Gym | Babylist Shop**
<https://www.babylist.com/gp/the-play-gym/14359/30615>
- 10 11 12 18 **Snuggle Bear Activity Gym - Hape Toys (Hape International Inc.) – HapeToys**
https://toys.hape.com/products/snuggle-bear-activity-gym?srsltid=AfmBOoplq1N4nVXRWOefHJwxMJSaWhHHBVPY6e_wkpmIiP2a6MTFBxNS
- 13 **LEKA baby gym, birch plywood/multicolour - IKEA**
<https://www.ikea.com/au/en/p/leka-baby-gym-birch-plywood-multicolour-30575082/>
- 14 15 16 **Play Gym - Pastel – PlanToys USA**
<https://www.plantoys.com/products/play-gym-pastel-series?srsltid=AfmBOoqKMxfje5IidUak3M4IUAR5PweEwtqo4kfLTbnv8PDpN7hmtgCp>
- 17 **Amazon.com: Merka Newborn Toys & Sensory Flash Cards for Babies - High Contrast Baby Cards - 50-Pack Paper, 2.4 in x 4.2 in, Black & White - Visual Stimulation & Brain Development for 0-3 Months : Toys & Games**
<https://www.amazon.com/merka-Flash-Contrast-Visual-Learning/dp/B087WHJJBQ>