



RESEARCH REVEALS WAYS TO HELP PRINCE GEORGE ADJUST TO THE IMMINENT ARRIVAL OF ROYAL BABY NUMBER TWO

UK parents share their tips to help parents like the Duke and Duchess settle into life as a foursome

After months of excitement, The Duchess of Cambridge is finally going to give birth to Royal Baby number two this month. Following in his father's footsteps, the third in line to the throne will be joined in the nursery by a new brother or sister, but just like other families in the UK, Kate, William and George will have to adjust to life as a foursome.

In anticipation, the UK's number 1 baby skin care brandⁱ JOHNSON'S®, has carried out research amongst adults with siblings, to show what top five tactics their parents used to help them adjust to having a baby brother or sisterⁱⁱ, which could help Kate and Wills ensure George doesn't feel put out:

- 1) Play together (27%)
- 2) Hold the new baby (26%)
- 3) Help with feeding (20%)
- 4) Help dress the new baby (17%)
- 5) Help with bathing (15%)

The research also found, that 'ordinary' family moments can provide the best opportunity for siblings to form a special bond. Of those with older siblings:

- A quarter in the UK (24%) shared a bath with their siblings when they were young
- Older siblings helped teach their baby brother or sister the importance of sharing (26%), how to ride a bike (23%) and how to make friends (13%)
- Over a third (35%) of UK children shared a room with their siblings

Child Psychologist Dr Angharad Rudkin, said: "First born children settle into a routine when they're the only child. They get used to being the centre of their parent's attention, and adjusting to having a new baby brother or sister can be overwhelming, even for a well natured Prince like George. It's important that any parent, Duchess or not, finds ways to help their first born adapt and get involved. By giving them roles like picking out clothes for their baby brother or sister, helping give the new baby special cuddles, or bathing together when they're a bit older, are all amazing ways to create a lasting sibling bond."

Everyday activities such as bath time are a special part of the day for parents and siblings alike to share time together, play and bond through multisensory interaction. But it's not just an opportunity for parents and siblings to bond.

Sensory stimulation during everyday rituals such as bath time can be critical to a baby's happy, healthy development. The JOHNSON'S® Bath Time Report however, shows that only a third (37%) of parents in the UK regard bath time as extremely important to a baby's cognitive developmentⁱⁱⁱ. Research identifies that by age three, 85% of a baby's brain is developed, so it is very important for parents to recognise that opportunities to engage touch, sight, smell and sound, like bath time, are crucial in helping to shape their baby's brain^{iv}.

And if Kate and William are worried about going back to a life of sleepless nights before endless official engagements, a study has shown that infants who follow a bedtime routine, including a warm bath with a fragranced bath product, took 37% less time to fall asleep, and that the mothers showed a significant improvement in mood in the morning^v.

As the UK's number 1 baby skin care brand, JOHNSON'S® has been pioneering the science behind baby skin care for more than 120 years, providing products that are formulated and designed with baby in mind. For more information visit www.johnsonsbaby.co.uk.

ⁱ Based on MAT % Market share data in the Baby Category- January 2014-December 2014

ⁱⁱ Online survey conducted by One Poll on behalf of the JOHNSON'S® brand conducted in April 2015 – 1000 respondents

ⁱⁱⁱ The JOHNSON'S® Global Bath Time Report was sponsored by the JOHNSON'S® brand and conducted online by Harris Poll in November 2014 among 3,574 parents of 0-3 year olds aged 21 and older in Brazil, Canada, China, India, Philippines, UK and US (484+ per country and 500 in the UK)

^{iv} Bruner, Charles, et al. "Early Learning Left Out: An Examination of Public Investments in Education and Development by Child Age." *Voices for America's Children* (2004).

^v 3 week clinical study, n=58 mothers and their babies. Routine consisted of bath, massage and quiet time.