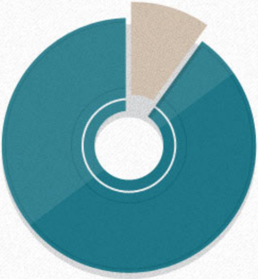
AMERICA'S BILLION DOLLAR BABY SCAM

Marketers make billions betting each year on the anxieties of American parents' and their willingness to overspend on their babies. The official Big Baby line: when it comes to $800 strollers and Mommy and Me Yoga, families concerned with the best in health and safety will spend to catch up.

CONSIDER FOUR THINGS NEW PARENTS ARE SPENDING TOO MUCH ON AND HOW TO AVOID BABY BUYER'S REMORSE:

DEBUNKED BABY MEDIA

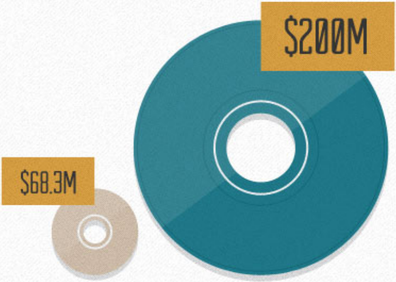


DISNEY CONTROLS 90% OF THE GLOBAL BABY DVD MARKET

(Experts call the hypnotizing baby videos "*electronic babysitters*")

DISNEY'S BABY-EDUCATIONAL SERIES LIKE BABY EINSTEIN SELL AN ESTIMATED

$200M YEARLY



That's over **2X THE $68.3 MILLION SALES OF LEAPFROG'S ENTIRE LINE OF PRODUCTS** – including interactive videos that help elementary students in Math and English

In 2009, amid complaints that babies weren't getting smarter, **DISNEY DROPPED "EDUCATIONAL" FROM LABELS**

~~EDUCATIONAL~~

(*Disney refunded $15.99 for up to four "Baby Einstein" DVDs per household*)

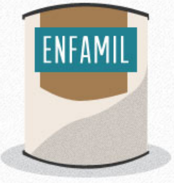
SCIENTIFIC INFANT FORMULA

Required to provide the same 29 vitamins and minerals infants need, **GENERIC INFANT FORMULA IS GUARANTEED BY DOCTORS AND THE FDA TO BE EQUALLY NUTRITIOUS AND SAFE AS DESIGNER BRANDS.**

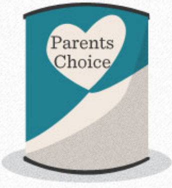
DESIGNER FORMULA

49% OF SURVEYED MOMS STILL BELIEVE EXPENSIVE INFANT FORMULA IS MORE NUTRITIOUS

$35.00



$12.88

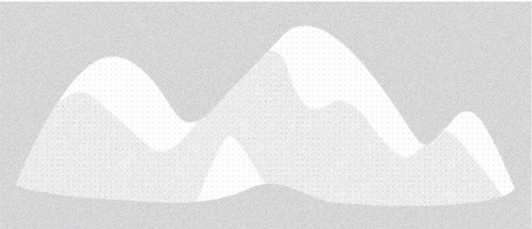


Yearly cost of 19.3 oz package of Enfamil's Nutramigen formula:

$2,030

Yearly cost of 23.2 oz Parent's Choice Infant formula:

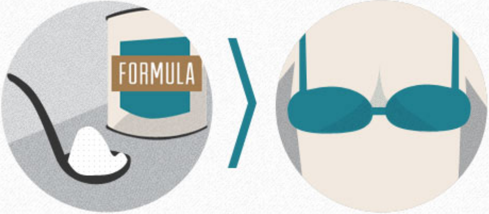
$747.04



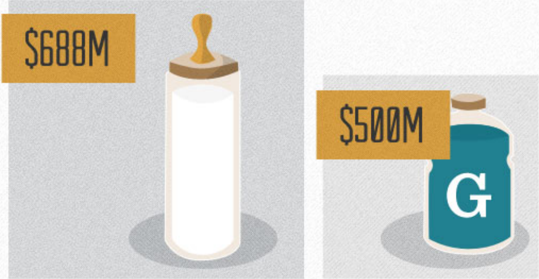
TODAY'S LARGEST PHARMACEUTICAL CONGLOMERATE, GLAXO SMITH-KLINE, FIRST MANUFACTURED POWDERED BABY'S MILK IN 1908

By 1922, Glaxo's Baby Book convinced

MILLIONS OF MOTHERS THAT FORMULA IS BETTER THAN BREASTMILK



IN 2011, $688 MILLION WAS SPENT ON ADVERTISING BABY FORMULA & FOOD PRODUCTS



That's more than **PEPSI'S $500 MILLION AD BUDGET** for its beverage brands like Gatorade, Pepsi, & Tropicana

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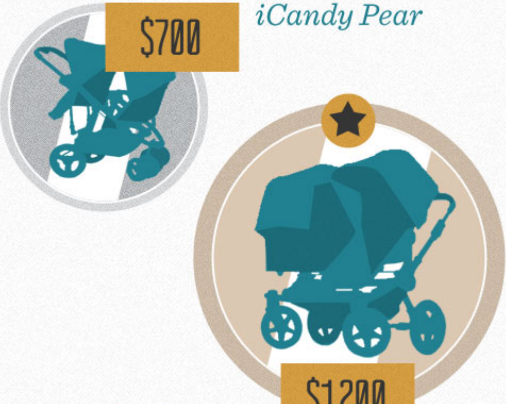
The U.S. Surgeon General recommends breast milk to infant formula, anyway;

FORMULA-FED INFANTS ARE 2X MORE LIKELY THAN BREASTFED INFANTS TO COME DOWN WITH COLDS, DIARRHEA, AND EAR INFECTIONS

OVER-ENGINEERED SAFETY

Before 2003, the most expensive double stroller on the market was the **ICANDY PEAR TANDEM AT $700**



iCandy Pear

Bugaboo Donkey

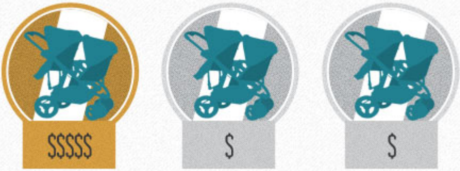
1990S 2003 2012

IN 2003, THE $1,200 "BUGABOO DONKEY" STROLLER ENTERED THE U.S. MARKET

IN 20 SECONDS IT TRANSFORMS to fit: 1 large toddler; twins; or 1 baby and 1 toddler

It features **ALL-TERRAIN WHEELS, SUSPENSION ANTI-LOCK BRAKING** and **SUSPENSION**

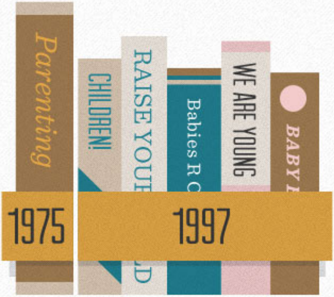
Folded, it **BARELY FITS** in the **BACK OF A HONDA CIVIC**



(1 in 3 parents surveyed say they spent more than necessary on a stroller)

BABY ADVICE BIBLES

WITH OVER 10,000 TITLES, THE BABY ADVICE INDUSTRY IS BOOMING MORE THAN EVER

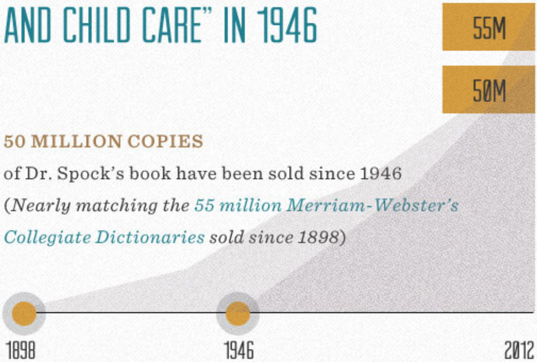


5X AS MANY PARENTING BOOKS

were printed in 1997 as in 1975

DR. BENJAMIN SPOCK PROTESTED THIS OVERLY-THEORIZED PARENTING IN "THE COMMON SENSE OF BABY

AND CHILD CARE" IN 1946

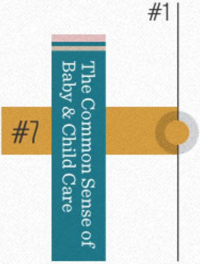


50 MILLION COPIES

of Dr. Spock's book have been sold since 1946

(*Nearly matching the 55 million Merriam-Webster's Collegiate Dictionaries sold since 1898*)

HIS PARENTING GUIDE IS ESTIMATED TO BE THE 7TH BEST SELLING NON-FICTION BOOK OF ALL TIME



There are 39 translations of his book and its message:

"Trust yourself. You know more than you think you do."

All this spending pressure is making parents feel needlessly stressed:

37% OF NEW MOTHERS SURVEYED EXPRESS GUILT OVER NOT BEING ABLE TO AFFORD A CERTAIN BABY PRODUCT.

But now that 48% of expecting parents are now reporting "everyday expenses" as their greatest financial worry, U.S. parents are right to reconsider what's best for their babies and their budgets.

Brought to you by

FRUGAL DAD

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