

**NUROFEN**  
for Children



INTRODUCING THE

NUROFEN FOR CHILDREN

RANGE

Nurofen for Children can offer relief for children from 3 months to 12 years.\*\* Nurofen for Children relieves fever for up to 8 hours, so that you can get a peaceful night's sleep. It's clinically proven to last longer than paracetamol and starts to work in just 15 minutes to bring down a temperature.

- ✓ Relieves fever for up to 8 hours day or night
- ✓ Starts to work in just 15 minutes
- ✓ Available in Orange or Strawberry
- ✓ Sugar and colour free
- ✓ Available at all good pharmacies and grocers
- ✓ Recommended Retail Price £3.99

DID YOU KNOW?

9 out of 10



MUMS WHO USED NUROFEN FOR CHILDREN WOULD RECOMMEND IT TO A FRIEND.\*

### HELP IS AT HAND

If you would like more parenting advice or information on your child's health, wellbeing and lifestyle, helpful resources can be found at:

- [www.nurofenforchildren.co.uk](http://www.nurofenforchildren.co.uk)
- NHS website
- Childcare is Fun website
- Emma's Diary
- Bounty
- Baby & Toddler Shows ([www.babyandtoddlershow.co.uk](http://www.babyandtoddlershow.co.uk))

REFERENCES: 1. Survey of 2,000 parents by OnePoll. March 2014  
\*\*Nurofen for Children Orange/Strawberry, 100ml, from 3 months to 9 years. Nurofen for Children Orange/Strawberry, 200ml, from 3 months to 12 years. Contains ibuprofen. Always read the label. UK/NIC/0614/0017



## CONFIDENCE COLLECTIVE

AMBASSADORS



**DR PIXIE**

As a resident GP on Channel 4's Embarrassing Bodies, radio presenter, writer of numerous magazine columns and a mother of one, Pixie understands the pressures of being a new parent on both a professional and personal level. She draws upon her knowledge and experience to support other mums.

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**FI**

Fi Star-Stone is a mother of two, broadcaster, author, blogger and the editor of [www.childcareisfun.com](http://www.childcareisfun.com), a parenting site that hosts an award winning, free parent advice service. She speaks to over 150 parents every week, helping them overcome concerns and make informed decisions for their children.



**TARA**

Tara, who lives in Teddington, South West London, is a business analyst and mum to one year-old Austin. She struggled with her confidence as a first-time parent, but thanks to the support of her antenatal group, friends and family, now finds it easier to trust her own judgement and make the right decisions first time.

*"My advice would be not to go it alone, share your anxieties no matter how foolish they may seem."*

DR PIXIE

*Dr Pixie does not endorse any brand or product*

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THE CONFIDENCE COLLECTIVE KIT



## THE CONFIDENCE COLLECTIVE KIT

If you're reading this, it's likely that you are - or are soon to be - a parent. Brought to you by Nurofen for Children, this Confidence Collective Kit contains child health advice from trusted experts as well as interesting insights from like-minded parents.

At Nurofen for Children we listen to parents. We have recently recruited a panel of parent ambassadors, who throughout this guide offer their own advice and support. We have also conducted a survey<sup>1</sup> of 2,000 parents and our results show that although 90 per cent of you feel confident in your parenting, 3 in 5 feel judged on the decisions you make for your child. We're here to offer practical support and guidance so you can be more confident in your choices.

ALTHOUGH  
**90%**  
OF YOU FEEL  
CONFIDENT IN YOUR  
PARENTING...

**...3 in 5**  
FEEL JUDGED  
ON THE DECISIONS  
YOU MAKE FOR  
YOUR CHILD

Nurofen for Children wants to support you by providing expert advice, and encouraging you to share your experiences with each other - we hope this will help to gradually develop a feeling of 'collective confidence' among a network of parents, enabling you to feel more informed in your choices.

As part of the Confidence Collective Kit, GP **DR PIXIE MCKENNA** has shared her paediatric expertise and personal parenting experiences. She's given her top tips for managing fever in babies and thanks to her simple symptom checklist, her help will always be close at hand; why not tear off the checklist panel and stick it to the fridge?

**FI STAR-STONE**, mum of two and parenting broadcaster, author and blogger, is also supporting the Confidence Collective Kit. She has provided insight and guidance in confident parenting from a psychological and emotional perspective, combined with a couple of home truths...



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IN OUR SURVEY,  
UK PARENTS  
REVEALED THE  
**TOP THINGS  
YOU WORRY  
ABOUT:**

**48%**  
THE HEALTH OF  
MY CHILD



**36%**  
THAT MY CHILD  
WILL FALL IN WITH  
THE WRONG  
CROWD



**35%**  
MY CHILD'S  
EDUCATION

**48%**  
THE SAFETY OF  
MY CHILD

**33%**  
THAT MY  
CHILD WILL BE  
BULLIED



## MUMS KNOW BEST

In our survey, almost a quarter of you said you would feel more confident having asked your mum for help or advice. Sometimes hearing from another mum, whether it's your own or not, gives you the boost you need to know you're doing the right thing. Below you will find some top tips from our parent ambassadors. Whether it's these tips or ones of your own, sharing with other parents can help in boosting the confidence of both you and your friends.

**TARA**, one of our brand ambassadors, says, "My advice would be to seek help and guidance when you feel unsure, but accept your decisions won't always be right first time. My friends, my aunts and my grandmother were great sources of knowledge but more than anything just reassured me that what I was doing was ok. It might sound clichéd but I have gradually learned to trust my gut instincts and this has stood me in good stead over the past 16 months."

**FI STAR-STONE** says, "It is completely natural to feel bombarded with information. The Confidence Collective Kit is a great

tool to instigate the sharing of snippets of important information between parents - little tips from someone who's been there before can make a huge difference."

**DR PIXIE** says, "As a doctor I don't think I ever fully appreciated what it was like to have a sick child, until my own child fell ill. Despite my medical knowledge I would still turn to my friends and family for help and reassurance in my decisions. My advice would be not to go it alone, share your anxieties no matter how foolish they may seem. Consulting a healthcare professional will help to ease your child's pain and your concerns."

## DR PIXIE'S FEVER CHECKLIST



SEEK URGENT MEDICAL ATTENTION AT A&E OR CALL **999** IF YOUR FEVERISH BABY:

- is unresponsive or finding it hard to breathe
- has a weak, high pitched or continuous cry
- is blue, mottled, pale or has a non-blanching rash\*
- has a fit
- has a stiff neck or bulging fontanelle
- has bile-stained vomit
- is between 3 and 6 months old and has a temperature above 39°C



SEEK SAME-DAY MEDICAL HELP FROM A NURSE OR DOCTOR IF YOUR FEVERISH BABY:

- is under 3 months old and has a temperature above 37.5 °C
- is dehydrated (dry mouth, no tears, sunken eyes, not wetting three nappies per day)
- has a fever for more than five days

IF YOU THINK YOUR BABY MAY BE DEVELOPING SIGNS OF A FEVER:

- Offer them regular drinks
- Check for signs of dehydration listed above
- Dress them appropriately for their surroundings
- Try to keep the room at a comfortable temperature (18°C)
- Check for a non-blanching rash\*

\*If your baby has a rash do the **Tumbler Test**. Press a glass tumbler firmly against the rash. If you can see the rash through a glass and it does not fade, seek urgent medical advice. Dr Pixie does not endorse any brand or product.

Tear off and pin to fridge.