



## **BABY ALIVE 2015 PRODUCT DESCRIPTIONS**

Hasbro's BABY ALIVE brand delivers realistic baby moments and nurturing play full of surprises, allowing little ones to care for their dolls like a real mommy! In 2015, kids can engage in more real life play and share milestone moments with three new special BABY ALIVE dolls. Kids can care for and snuggle with SIPS 'N CUDDLES BABY doll, enjoy snack time with SNACKIN' SARA and style PLAY N' STYLE CHRISTINA doll's hair like the big girls do.

New BABY ALIVE products for Spring 2015 include:

### **BABY ALIVE TEACUP SURPRISE BABY Doll**

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Spring 2015)

Enjoy a magical tea party for two with the BABY ALIVE TEACUP SURPRISE BABY doll! Little ones will enjoy the fixings for a fancy baby tea party which even includes a sippy teacup! Add ice cold water to her tea set and watch as it magically changes color! BABY ALIVE TEACUP SURPRISE BABY doll drinks and wets like a real baby. Includes a removable dress, tiara, tea pot, two teacups and one diaper. Additional diapers sold separately. TEACUP SURPRISE BABY doll is available in three skin tones. Each sold separately. Available at most major toy retailers and on HasbroToyShop.com.

### **BABY ALIVE SIPS 'N CUDDLES BABY Doll**

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 2015)

Give your little one the fun of a real baby with the BABY ALIVE SIPS 'N CUDDLES BABY doll! This adorable little one drinks and wets like a real baby! Just feed her a drink of water from her sippy cup then check her for a WET diaper. After a change, she's ready to cuddle! Little mommies in training can even decorate her bottle with cute, colorful stickers that match her pretty dress. Kids will love to experience the fun of real babies by feeding her, changing her and taking care of her like a real mommy! Includes a removable dress, bottle, one diaper and stickers. SIPS 'N CUDDLES BABY doll is available in two skin tones. Each sold separately. Additional diapers sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com

New BABY ALIVE products for Fall 2015 include:

### **BABY ALIVE SNACKIN' SARA**

(Ages 3 years & up/Approx. Retail Price: \$49.99/Available: Fall 2015)

BABY ALIVE SNACKIN' SARA makes mealtime just as fun as playtime! Get creative and make yummy looking snacks for your baby doll then watch as she "chews" the food, made by you! She'll let you know when she's full, ready for a nap or if she needs a diaper change, with over 30 phrases including "I'm hungry!" and "Can you make me a snack?" She even poops, just like a real baby! She comes with a removable outfit, two containers of reusable solid doll food, three food shapers, roller, plate, pretend juice box and two diapers. SNACKIN'SARA BABY doll is bilingual in both English and Spanish and is available in three ethnicities, each with their respective hair color. Each sold separately. Requires two "AA" batteries, demo batteries included. Additional diapers sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

### **BABY ALIVE PLAY 'N STYLE CHRISTINA**

(Ages 3 years & up/Approx. Retail Price: \$24.99/Available: Fall 2015)

Style this trendy cutie's hair in all of the latest fashions just like the big kids! Comb and style BABY ALIVE PLAY N' STYLE CHRISTINA doll's soft, pretty hair into a fun braid or pony tail to show off her pretty pink highlights! Kids will love adding in colorful hair extensions, bows and barrettes to showcase her flair. This sweet and stylish doll comes with a removable outfit, brush, pretend hair dryer which makes sounds, hair extension, hair barrette and bow. Available in three skin tones, each with their respective hair color. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

**BABY ALIVE SNACK Packs Assortment**

(Ages 3 years & up/Approx. Retail Price: \$6.99/Available: Fall 2015)

Keep the feeding fun going and create more yummy snacks for BABY ALIVE SNACKIN' SARA with the BABY ALIVE SNACK Packs assortment! Roll and shape your yummy looking treats for baby using the food-making tools, which include creative snack-shapers and three containers of reusable solid doll food! Pick from two delicious themes: Noodles & Pizza and Treat Time. Each pack sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

Returning BABY ALIVE products for 2015 include:

**BABY ALIVE BRUSHY BRUSHY BABY Doll**

(Ages 3 years & up/Approx. Retail Price: \$24.99/Available: Spring 2015)

Kids can practice one of the most important rituals of bedtime with their baby doll with the BABY ALIVE BRUSHY BRUSHY BABY doll. Dressed in an adorable pair of pajamas, kids can feed their baby her bedtime bottle and then change her diaper because she really wets. With her bottle all finished, simply hold the included toothbrush to BRUSHY BRUSHY BABY doll's mouth, with each press of the button, watch as the bristles move around in circles like your own toothbrush! Now this baby is all ready for bed! The BRUSHY BRUSHY BABY doll comes with a pretend toothbrush and toothpaste, bottle, and one diaper. BRUSHY BRUSHY BABY doll is available in three skin tones, each with beautiful rooted hair. Each sold separately. Additional diapers sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

**BABY ALIVE Plays & Giggles Baby Doll**

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Spring 2015)

The BABY ALIVE Plays & Giggles Baby doll offers fun with this energetic baby doll that reacts to a variety of playful movements and activities. Simply swing her around in your arms or bounce her up and down on your knee and she will respond with adorable sounds. The Plays & Giggles Baby doll speaks various phrases to let you know when she wants to play again! And once playtime is over, her soft snuggly body is perfect for kids to cuddle and carry with them. Requires two "AAA" batteries, demo batteries included. Available at most major toy retailers nationwide and on HasbroToyShop.com.

**BABY ALIVE LUV 'N SNUGGLE BABY Doll**

(Ages 3 years & up/Approx. Retail Price: \$9.99/Available: Spring 2015)

Kids will have a new friend to cuddle with the BABY ALIVE LUV 'N SNUGGLE BABY doll. Kids can wrap her up in her adorable swaddle blanket to help get her ready for bed, or they'll be able to cuddle her while they pretend to feed her the bottle or give her the pacifier (doll will come with one or the other). Kids will also be able to put the doll's thumbs and toes in the doll's mouth, like a real baby! Available at most major toy retailers nationwide and on HasbroToyShop.com.

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