

Dear Mom or Dad:

Your friends at Charmin want you to share in the fantastic and fun learning experience your little one will have learning to use the potty with our cute and cuddly bears. We hope this kit helps get your kids started on the road to potty training success.

Sometimes potty training can turn into a power struggle - your wishes versus your child's. Here's what we offer to help your little one get on the road to potty training success:

STORYBOOK

Start with a story that allows your child to try everything the bear cubs do in the book.

POSTER

Hang this "ready...set...go!" reminder in the bathroom where your little one can see it up close. Each of the steps matches the story you share. The cute cubs are there to encourage your child to try it too!

STICKERS

The reward. Match them to each of the steps in the poster or come up with a system of your own. Kids love stickers and what better way to celebrate each success along the way!

ROLL RULER

Kids just love to unravel the Charmin. Who can resist? Well, here's a little something to show just how much to use. Four squares is enough...not too little and not too much. Plus, the squeezable softness of Charmin makes potty training softer to the skin. And that makes mom and kids happy.

PHOTO MAGNET

Place your child's picture in the center and hang it on your refrigerator as a positive reinforcement for potty training success.

We hope this helps! You can also get more information on potty training by visiting the bulletin boards posted by our sponsor Babycenter.com at:

<http://www.babycenter.com/toddler/toilettraining/index>

Now, give it a try! And let us know how we're doing!
We'll happily take your comments and suggestions at www.Charmin.com.

Thanks and good luck!



Sara Audrey Rivers
Charmin Customer Care Team

