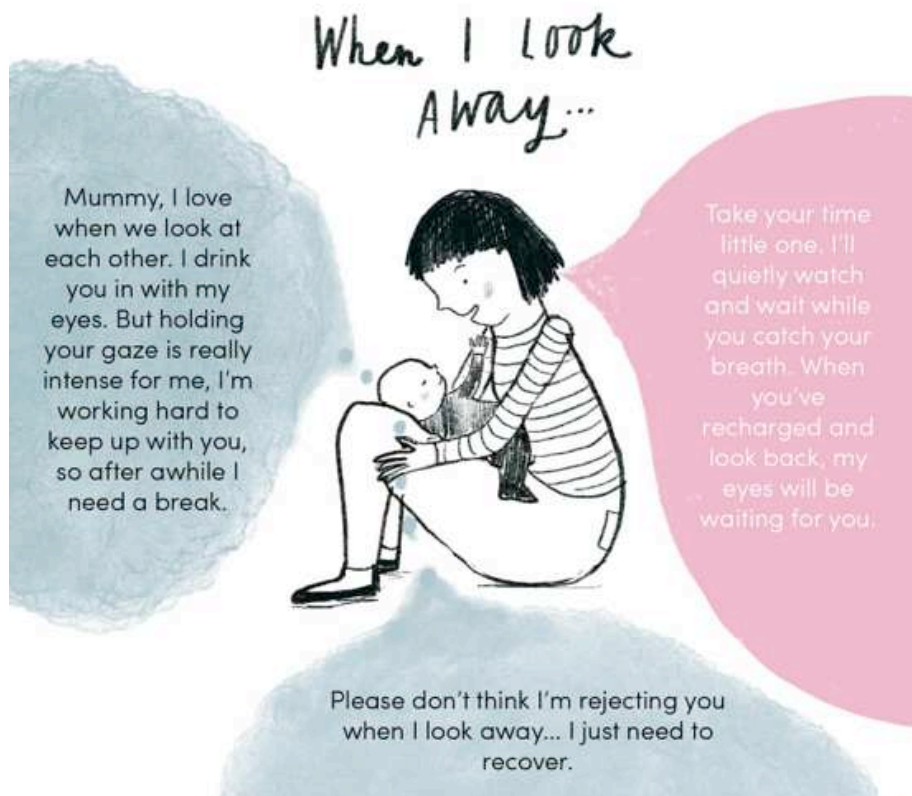




When I look Away...

Speaking for the Baby Campaign



Babies love to look at faces. Minutes after birth, a baby can focus on a face and imitate expression – amazing! Babies prefer to look at faces than any other object.

Mutual gaze ~ looking at each other ~ is a powerful way to 'hold' each other and communicate. Mutual gaze is often intense during feeding and when chatting together. It's a powerful bonding experience and part of the emerging 'love affair' between parent and baby.

But, it's hard work for a little one to keep up with the intensity of it, and they need to take a break. When they look away it's not because they are bored of you, or don't like you... they just get tired and need a rest.