

MARYANN

KIDDIES AND MOTHERCARE LTD

▮ BABY SHOE SIZE & SAFETY CHECKLIST

By Maryann Kiddies & Mothercare Ltd

Every baby deserves shoes that protect, not harm. Sadly, 7 out of 10 baby shoes sold in Nigeria are either the wrong size or made with materials that delay walking. This quick checklist helps you choose the right shoes, at the right time, and avoid wasting money on cute but harmful pairs.

▮ STEP 1: UNDERSTAND THE STAGES

▮ Newborn (0–6 months):

No shoes needed. Let your baby's feet stay free. It helps with balance, strength, and natural growth. Use soft socks or booties for warmth only.

▮ Early Movers (6–12 months):

Choose flexible, lightweight pre-walkers with soft soles. The goal is protection, not pressure. The shoe should bend easily when folded in your hand.

▮ Walkers (12–24 months):

Go for shoes with non-slip rubber soles, breathable fabric (not plastic), and a little space — about your pinky finger — between the baby's toe and the tip of the shoe.

▮ STEP 2: TEST THE FIT

▮ **Fit Test 1 — The Thumb Rule:** When baby stands, there should be about 1 cm (a grown-up's thumb width) between the longest toe and the shoe tip.

▮ **Fit Test 2 — The Flex Test:** Bend the shoe in half. If it's stiff or hard, it's wrong. Babies need shoes that move with their feet.

▮ **Fit Test 3 — The Slip Test:** Let baby take a few steps. If the shoe slips off easily or leaves red marks, it's too big or too tight.

⚠ STEP 3: MATERIALS TO AVOID

- ▮ Hard leather or shiny plastic shoes — they trap heat and stop movement.
- ▮ Shoes with decorative metal, beads, or glue — can cause skin irritation or choking.
- ▮ Tight socks with elastic edges — can restrict blood flow.

▮ SAFE MATERIALS TO CHOOSE

- ✓ Soft cotton or mesh fabric.

- ✓ Lightweight rubber soles with gentle grip.
- ✓ Breathable, washable materials.

▮ **BONUS: SAVE MONEY WITH SMART ROTATION**

Instead of buying 3–4 pairs at once, buy 1–2 quality pairs that fit perfectly, then check fit every 2–3 months. Babies’ feet grow one full size every 2 months in their first year.

▮ **FINAL TIP**

Always let your baby walk barefoot indoors. It strengthens balance, posture, and muscle coordination. No shoe can replace that natural development.

▮▮ **Need help picking the right shoes?**

Send “SHOES” to 08039603599

and we’ll help you choose the perfect fit based on your baby’s exact age, weight, and walking stage — free of charge.

Maryann Kiddies & Mothercare Ltd

Trusted baby essentials for the smart Nigerian mom.