

Spring edition 0524

6th Edition

TRU CARE

*Insider*

Hello

SPRING

E-Magazine



UAE . KSA . Oman . Kuwait . Bahrain . India . Lebanon . Egypt . Iraq . Africa

# BABYBJÖRN



*Making everyday life easier  
for parents with small children  
since 1961*





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# CEO Message



Dear All,

I want to express my gratitude to each of you for your dedication and hard work.

While we've faced challenges, it's crucial that we confront them head-on with a renewed sense of purpose.

Let's use this time to reflect on our strategies, identify areas for improvement, and take decisive actions to address them. By focusing on our strengths and staying committed to our goals,

I'm confident that we can overcome the current challenges and emerge stronger. Together, let's harness our collective determination to drive positive change and propel Trucare towards greater success.

Warm regards,

**Mustafa Zoeb**  
CEO



# Embrace Minimalism

Decluttering for a Fresh Start this Spring

Spring brings with it a sense of renewal, making it the perfect time to declutter and simplify our lives. For parents, in particular, this process can be transformative, not only in terms of physical space but also for our mental well being. Here is why embracing minimalism through decluttering is a step in the right direction

## Create a Calm Environment :

With kids running around and toys scattered everywhere, our homes can quickly become chaotic. Decluttering allows us to create a calm and serene environment where both parents and children can relax and unwind. By removing unnecessary items, we free up space and promote a sense of tranquility



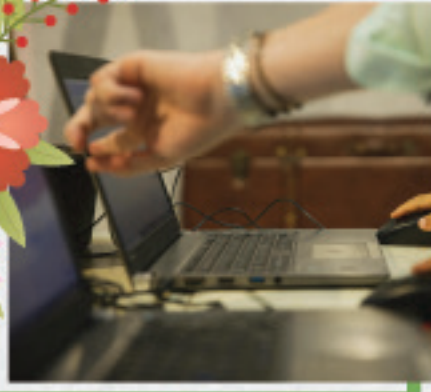
## Teach Valuable Lessons :

Involving children in the decluttering process can teach them valuable lessons about gratitude, responsibility, and the importance of mindful consumption. Encourage them to donate toys and clothes they no longer use, fostering a spirit of generosity and empathy

## Simplify Daily Routines :

A clutter free home makes it easier to navigate daily routines. With fewer items to sift through, parents can streamline tasks such as meal preparation, cleaning, and getting ready for school. Simplifying these routines not only saves time but also reduces stress levels





### **Teach Valuable Lessons :**

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### **Embrace Minimalism Beyond Physical Spaces :**

Minimalism is not just about getting rid of material possessions; it is also about decluttering our minds. Take time to reflect on your priorities, goals, and values as a family. Simplify your schedules, commitments, and obligations to make room for what brings you joy and fulfillment



In conclusion, decluttering for a fresh start this spring is about more than just tidying up our physical spaces. It is an opportunity to simplify our lives, teach valuable lessons to our children, and promote mental and emotional wellbeing. By embracing minimalism, we can create a home and a life that are truly fulfilling and meaningful

# EVENTS

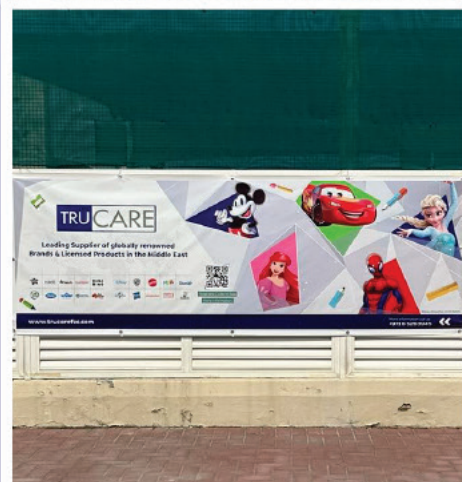
Stories of the recent Trucare event participation

## JPC

Trucare, as a Gold Sponsor, participated in the lively Spring Carnival organized by JPS x JC at GEMS JPS School - Al Safa. The event, attended by over 4000+ enthusiastic participants, provided an excellent platform for engagement with both children and parents

To enhance our presence, we secured a spacious area to promote our BTS items and separately our toys range. This strategic positioning facilitated deeper engagement and increased visibility among attendees

Overall, the Spring Carnival served as a dynamic platform for Trucare to showcase its offerings, engage with the community, and foster brand awareness among families



# MOMMY MORNING with PRINCIPAL LISA x MOMSTORE

The Parents Morning Event, hosted at the vibrant venue of Bounty Beats hosted by Principal Lisa in collaboration with the esteemed retailer Momstore, was a resounding success aimed at welcoming and supporting new parents in their journey. With a target audience of new parents, the event aimed to provide a nurturing and informative space for attendees. The event saw an impressive turnout of approx. 150 new parents

Trucare's participated providing samples to enrich the experience for attendees. Among the prominently featured brands were BabyBjörn





# Mamahood

Mamahood is an app that helps parents track pregnancy and get instant help from health care advisors

They had a pregnancy event inviting their paid subscribers at Arjaan by Rotana on March 2nd and Trucare participated in this event for our brands Tommee Tippee, Hauck and Nanit and we displayed the products and gave demonstration to all the attendees about main categories of the brands

We also participated in the raffle draw and gave away tomme tippee AAC bottle set and Hauck Sports Stroller and added flyers for both Hauck and Nanit in the goodie bags of Mamahood along with Brush Baby products





*made for me*<sup>®</sup>

However, wherever  
and whenever you feed,  
**Made for Me**  
is made for you.



single  
electric  
breast pump

more milk in less time

gently and  
effectively **massages**

designed to be **discreet**  
and **convenient**

**quiet, light**  
and **portable**

easy-clean

USB

# INDUSTRY INSIGHTS

## Navigating Trends in the Baby Care Market

### **Eco Friendly Alternatives:**



Increasing demand for sustainable and eco friendly baby care products, such as biodegradable diapers and organic skincare

### **Smart Parenting Solutions :**

Integration of technology in baby monitors, feeding systems, and health tracking devices to provide realtime insights and convenience for parents

### **Customization and Personalization :**

Growing trend towards personalized baby products, including : customizable nursery decor, clothing, and feeding accessories. Recently some retailers have launched an engraving station at their stores in minimal cost you can have the name engraved or any product clothes for the baby or any other item. It is a very cool initiative for encouraging people to personalize the products

### **Wellness and Safety :**

Emphasis on products promoting baby wellness and safety, such as organic feeding options, non toxic toys, and ergonomic baby gear

### **Online Shopping Experience:**

Shift towards online shopping platforms and digital marketplaces for convenient access to a wide range of baby care products and resources i.e Some D2C websites now feature a baby registry option making it easier for parents to make a checklist for the products they want to buy receive for the arrival of the baby



# AI'S POTENTIAL

## INSIGHTS FROM A MARKETING MANAGER

In a recent conversation with Zain Hussain, Marketing Manager at Trucare FZC, we discussed how AI, and advanced technologies could transform marketing efforts for SME companies. While Trucare is committed to implement these practices, Zain shared valuable insights into their potential benefits



### ENHANCED TARGETING AND PERSONALIZATION

AI-powered analytics tools enable us to gain deeper insights into our target audience's preferences, behaviors, and purchasing patterns," Zain explained. By leveraging machine learning algorithms, marketers can segment their audience more effectively and deliver personalized content and offers tailored to individual customer needs. This level of targeting not only improves campaign effectiveness but also enhances customer engagement and loyalty

### OPTIMIZED ONLINE MARKETING CAMPAIGNS

AI-driven technologies offer the ability to optimize our online marketing campaigns for maximum impact, said Zain. Through predictive analytics and automated bidding strategies, marketers can allocate their budget more efficiently, focusing on high-converting channels and audiences. Additionally, AI-powered chatbots and virtual assistants can streamline customer interactions, providing real-time support and assistance to enhance the overall user experience

### STREAMLINED TRADE MARKETING OPERATIONS

Traditionally, trade marketing operations involve extensive manual processes and data analysis, Zain noted. However, with AI and automation, these tasks can be streamlined and optimized for efficiency. AI-powered tools can analyze sales data in real-time, identify trends, and recommend optimal pricing and promotional strategies. Moreover, AI-driven inventory management systems can ensure optimal stock levels, minimizing out-of-stock situations and lost sales opportunities

## **EFFECTIVE COMMUNICATION**

Effective communication is essential for SME and distribution companies to connect with customers, suppliers, and other stakeholders. AI-driven chatbots and virtual assistants can handle routine inquiries, freeing up human resources to focus on more strategic tasks

## **COST OPTIMIZATION AND WASTE REDUCTION**

By leveraging AI, we can minimize wasteful spending and optimize our marketing budget allocation, Zain highlighted. AI-powered predictive analytics can identify underperforming campaigns and channels, allowing marketers to reallocate resources to initiatives that yield better results

## **AUTOMATING SOCIAL MEDIA MANAGEMENT**

AI-powered tools can automate social media management tasks, including scheduling posts, monitoring engagement, and analyzing performance metrics, Zain explained. Advanced algorithms can also optimize creatives and content copies to resonate with target audiences, resulting in increased engagement and conversions

## **ENHANCED PRESENTATION AND PITCH PREPARATION**

By analyzing market trends, consumer insights, and competitive landscape data, these tools generate data-driven insights and recommendations that strengthen pitches and enhance the persuasiveness of marketing strategies AI-enabled tools assist marketers in preparing compelling presentations, marketing plans, and business pitches

## **ACCELERATED LEAD GENERATION**

AI streamlines lead generation efforts by analyzing vast amounts of data to identify potential customers and predict their buying behavior, Zain noted. By leveraging predictive analytics, marketers can prioritize leads more effectively nurturing them through personalized communication and targeted campaigns to accelerate the sales cycle

**IN CONCLUSION,** Zain emphasized that while AI and advanced technologies are still being considered at Trucare FZC, they hold great promise for enhancing marketing effectiveness, streamlining operations, and driving growth. By leveraging advanced analytics, automation, and personalized communication tools, companies can stay competitive and deliver exceptional value to their customers and stakeholders in the dynamic and evolving market landscape





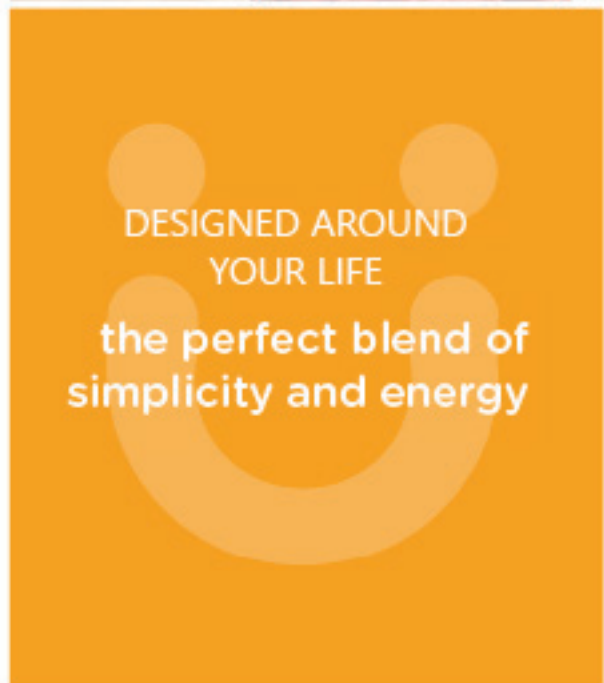
Car  
Seats



Maternity  
Poncho



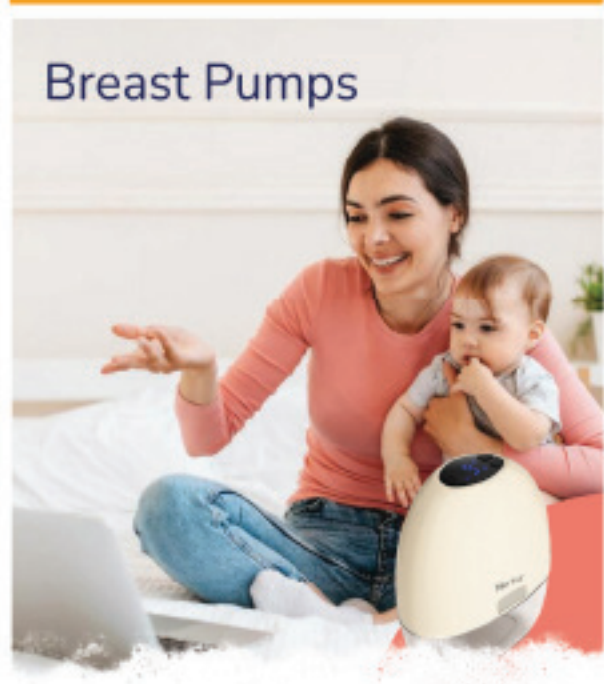
Strollers



DESIGNED AROUND  
YOUR LIFE  
the perfect blend of  
simplicity and energy



Baby  
Blankets



Breast Pumps

**Nurtur**  
*Care from the Heart*

[www.nurtur.ae](http://www.nurtur.ae)

12 *must-Have*  
**Baby Care  
Products**  
as a new parent



These are our top picks for must haves from Trucare brands



**Tommy Tippee  
Newborn Complete Set**

The newborn complete set is a must have for every parent. It comes with all the essentials that are needed for baby feeding



**Hauck baby cot  
sleep n play center**

This crib is a multipurpose product very useful for new parents, can be used from birth. Comes with a changing station



**Babybjorn Bouncer Bliss**

Ergonomically designed bouncer with natural rocking motion and adjustable recline positions for soothing and playtime



**Babybjorn Baby carrier**

It makes a parent life so easy, perfect for carrying your little one around in style



**Nurtur Nemo  
Baby Carrier**

This car seat is a perfect carrier for 0-12 months. 3 point safety and lightweight that makes it easy to carry



**Taf Toy 4 in 1  
infant play mat**

Perfect for newborns, Help ease the transition from the womb to the outside world with the cozy comfy mat that provides a safe and comfort environment



**Tommy Tippee  
Nappy bin**

The Twist & Click bin is a revolutionary product that twists every diaper and locks the smell in so it can not escape, saving one from numerous trips outside of nursery



**Nanit Plus  
Smart Baby Monitor**

Advanced monitoring system with HD video, sound, and sleep tracking features for peace of mind



### **Babyworks Bella Bunny Cuddle Rattle**

Something cuddly and soft for your little one. It is designed to stimulate the senses and flaunts a soft polyester design with a gentle rattle sound when shaken



### **BabaBing Mani Backpack**

BabaBing changing bag is a must have for a new mom. It can fit all the necessities you need for a new born baby and it comes with a removable changing mat, so the parents can easily change their diapers anywhere



### **Tommee Tippee healthcare and grooming kit**

comes with all the essentials needed for baby grooming and health, i.e, thermometer, nail cutter, buffer, brush and much more



### **Tommee Tippee Electric Wearable Breast Pump**

is the best pump for a busy mom. It helps mom pump even when their hands are busy doing stuff. 100% portable and wearable. Makes life easy for breastfeeding moms





# Employment

## Anniversary

*Celebrating your Success, Dedication and the time you have spent here  
Thank you for all that you do*



*NASIR SHAHZAD MUHAMMAD  
Store Supervisor  
15 Years*



*THAMBI THURAI THIYAGARAJA  
Warehouse Helper  
14 Years*



*HANIF HAMID SULTHAN  
Warehouse Helper  
14 Years*



*GANGADHAR MUNGISETI  
Warehouse Helper  
14 Years*



*SIYOSH AMBATTVALAPPIL  
Store Supervisor  
14 Years*



*SADIK ALI ABDUL RASHID  
Driver  
15 Years*

playgro™

# FUN FIRST

The right fun for the right age



Health care tips for

# *pregnant women*

## **Regular Prenatal Checkups:**

Attend all scheduled prenatal appointments with your healthcare provider to monitor your baby's growth and development and address any concerns

## **Maintain a Balanced Diet :**

Eat a variety of nutritious foods, including fruits, vegetables, whole grains, lean proteins, and dairy products, to support your baby's growth and meet your increased nutritional needs

## **Stay Hydrated :**

Drink plenty of water throughout the day to prevent dehydration and support healthy blood circulation, which is essential for your baby's development

## **Take Prenatal Vitamins :**

Ensure you are getting essential nutrients like folic acid, iron, calcium, and omega 3 fatty acids by taking prenatal vitamins as prescribed by your healthcare provider

## **Get Adequate Rest :**

Aim for 7 to 9 hours of quality sleep each night to support your physical and mental well being and help your body cope with the demands of pregnancy



### **Exercise Regularly :**

Engage in low impact exercises like walking, swimming, or prenatal yoga to improve circulation, reduce stress, and prepare your body for labor and delivery

### **Manage Stress :**

Practice relaxation techniques such as deep breathing, meditation, or prenatal massage to reduce stress and promote emotional well being during pregnancy

### **Educate Yourself :**

Take childbirth education classes, read books, and seek information from reliable sources to learn about pregnancy, childbirth, and newborn care, empowering yourself to make informed decisions about your health and the health of your baby

There are so many such classes available across the UAE, making it easier for new moms

### **Make mommy friends :**

it is a choice but it helps to have experienced people around who raises their kids how would you like to raise them. So having mommy pregnant can support you emotionally

Always remember, your well being is paramount, as it directly impacts the health of your baby. Take care of yourself, and in doing so, you are nurturing a healthy environment for your little one





Cross  
words



G	R	A	I	N	C	B	C
E	E	S	D	F	A	R	E
M	P	T	Y	E	L	E	R
I	O	R	A	B	C	A	D
L	P	A	H	C	I	J	C
K	T	W	E	J	U	M	C
E	A	B	G	T	M	A	E
O	R	D	O	H	L	R	R
D	T	E	H	L	R	R	P
G	S	U	T	B	R	R	C
J	L	H	O	V	D	R	C
G	Y	W	T	E	M	N	B
G	L	C	E	R	E	A	L

## Word Box

Instructions:

Help Trucare Find all  
The words in the word  
box below

Words:

1. Strawberry
2. Chocolate
3. Grain
4. Bread
5. Milk
6. Cereal
7. Healthy
8. Bowl
9. Calcium



# IT'S Your BIRTHDAY!

Wishing you a year filled with joy,  
laughter, and countless blessings! Happy Birthday



02 MAY	ASIM KHALID	02 MAY	DHAN RAJ SHAHI
04 MAY	RAMEEZ PARENTAVIDA	06 MAY	SIBY AMAL
10 MAY	SADIK ABDUL RASHID	10 MAY	RUMAISA FAROOQ
11 MAY	SAMSON SANTHOSH	12 MAY	BHANU CHANDER GAJAGIRI
14 MAY	MOHAMED ABDUL SALAM	19 MAY	AKASH MAHESHWARI
19 MAY	MANIKANDAN RAJENDRAN	20 MAY	MUHAMMAD SHERAJ
20 MAY	BERNARD URBI	22 MAY	REWANT KOIRALA
24 MAY	ABDUL JALEEL MELETHODI	26 MAY	AHTASHAM FAROOQ
28 MAY	MARCELO CAAYAO	29 MAY	JUZER BURHANI
29 MAY	MARIA ELENA LAGUICAN	30 MAY	JOSHY ANTONY
31 MAY	SABEENA ZACHARIAH	02 JUNE	ARUN UDAYAKUMAR
05 JUNE	SHAIK NIZAM UDDIN	10 JUNE	MUHAMMAD QASIM
11 JUNE	YUSUF MANSURBHAJ	13 JUNE	VIDHYA GOPI
20 JUNE	SAMUEL KINGSLY DAVID	22 JUNE	PADAM GHALAN

# TO DO LIST

THE TIME HAS COME

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## PRIORITIES

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## LEAVE IT FOR LATER

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**BABA  
B!NG**

**MADE FOR  
~~PERFECT~~  
Real  
PARENTS.**

