

# Pull-Ups Brand Helps Hispanic Moms Embrace Potty Training With New Spanish-Language 3D Interactive App

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NEENAH, Wis., March 20, 2013 /PRNewswire/ -- The Pull-Ups® Brand, parents' potty training partner for nearly 25 years, is helping Hispanic parents who are potty training celebrate each and every flush with the launch of a new and exciting potty training tool - the Pull-Ups® Big Kid App. The mobile tool is designed to help Mom get her child motivated about the potty training process and create fun routines to support the experience. For Hispanic moms and toddlers everywhere, potty training is a big deal, signifying the transition from baby to Big Kid. To further support this journey, the Pull-Ups Brand is partnering with well-respected Miami-based pediatrician Dr. Alberto Andres Cotton and renowned Hispanic parenting expert and blogger Jeannette Kaplun to offer tips and advice to celebrate the potty training milestone.

"For the past 16 years, Hispanic Moms have shared with me that they often feel pressured by family and friends and in turn start potty training as early as possible and get discouraged when there is no magical solution," said Dr. Cotton, a Board Certified Pediatrician. "The Pull-Ups Brand offers products, tools and resources to help Mom and child work together throughout training. Although the process is not always quick, fun routines make it easy for her to celebrate the milestones on the way to Big Kid success."

## **Pull-Ups Big Kid App**

Available in Spanish now for both Android and iOS devices, the Pull-Ups Big Kid App is a mobile tool that brings all the best potty training tools and resources together into one place. Mom and child will be able to celebrate every flush on their mobile devices using a blend of imagination and reality through augmented reality technology. Special identifying markers inside packages of Pull-Ups Training Pants can be scanned with the Pull-Ups Big Kid App to activate the interactive Pull-Ups Big Kid 3D Celebration, where Disney characters, including Rapunzel and Mickey, come to life. Other features include:

- Fun games featuring Disney characters that are unlocked through stars collected as the child makes potty training progress
- Calls from kids' favorite Disney characters help surprise and motivate toddlers to use the potty and keep trying
- Customizable potty timer to help parents remind their child when it's time to go take a potty break

With over 60% of Hispanic moms owning a smartphone and 61% of them using their phones to access the internet[i], the Pull-Ups Big Kid App is the perfect tech-friendly tool that Moms can access and use as part of their highly mobile lives. The Pull-Ups Big Kid App is available as a free download via the Apple iTunes App store and Google Play for Android.

## **Potty Training Tips**

Dr. Andres Cotton and Jeannette Kaplun are teaming with Pull-Ups to share their expertise with Hispanic moms

by offering tips and advice that challenge some of the preconceived notions of potty training. Father of three, Dr. Andres Cotton , has more than 16 years of pediatric experience. He has a private practice based in Miami and serves at Miami Children's Hospital. Jeannette Kaplun , an internationally recognized parenting expert and leading Latina blogger in the U.S., will share her personal anecdotes as a mother of two. Here are some helpful tips from the experts:

- **Enjoy the Process:** Remember potty training is a journey, success doesn't happen overnight
- **Reward Success:** Celebrate your child's potty training victories with fun routines; this helps keep everyone motivated
- **Make it a Family Affair:** Get friends and family members involved in the process, asking others for support is a great way to go
- **Use Resources:** Download helpful tools and resources such as the Pull-Ups Big Kid App which helps parents with potty training

Visit [pull-ups.com/espanol](https://pull-ups.com/espanol), to find Every Flush tools and resources that make it easy to celebrate the milestones of Big Kid progress. You can also visit the Pull-Ups® Facebook page and Spanish-language tab: <https://www.facebook.com/pull-ups>.

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[i] Source: Moms & Media: Always On, The Meredith Parents Network MomTrak®, January 2011.

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