



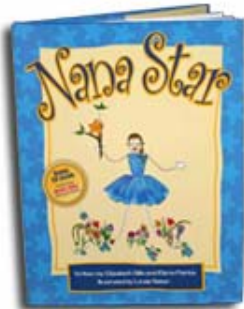
**Product :** Nana Star

**Company URL:** <http://www.nanastar.com>

**MSRP:** \$15.95 USD

**RATING:** ★★★★★

## Nana Star



Evaluated by: Rev. James G.W. Fisher - Product Evaluation Specialist

Product Evaluation Summary Date: 08/11/2008

Join a little girl's magical adventures as she promises to bring a lost baby star home where he belongs. It won't be easy—he lives high up in the heavens. Never fear though for Nana is responsible and when she makes a promise, she will find a way to deliver regardless of the difficulty. This was the first award winning book in the series. 3 years +

Product Type	Release Year	Primary Usage
Books - Word / Picture / Story	2008	Consumer/Education

### Product Evaluation Summary Ratings

\* Rating based on scale from 1 to 5, with 5 being the best.

Content Quality	Design Quality	Durability	Educational Value	Reading Response	Visual Appeal
5	5	4	5	5	5

### Trade Industry Sales Types

Wholesale  Retail  Reseller  Online

### Industry Memberships



### Safety / Quality Classifications

<b>CE Marked</b> <input type="checkbox"/>	<b>UL Approved</b> (Not Applicable)	<b>JPMA Certified</b> (Not Applicable)
<b>ASTM Compliant</b> (Not Applicable)	<b>Eco-friendly</b> <input checked="" type="checkbox"/>	<b>Eco-conscious</b> <input checked="" type="checkbox"/>

<b>Independent Lab Tested</b> <input type="checkbox"/> (Unconfirmed)	<b>Independent Lab Name</b>	
<b>Lead Level</b> (Complies with 16CFR 1303 Regulation) (Not Applicable)	<b>Lead &amp; Other Heavy Metals Level</b> (Complies with ASTM F963) (Not Applicable)	<b>Phthalates Level</b> (Complies with CA Phthalates Regulation - 6 Types) (Not Applicable)
<b>Flammability - Solids</b> (Complies with 16 CFR 1500.44) <input type="checkbox"/>	<b>Flammability - Textiles</b> (Complies with 16 CFR 1610) (Not Applicable)	<b>Mechanical/Physical Tests</b> (Complies with ASTM 1963/16 CFR 1500) (Not Applicable)

Manufactured In	Safety Hazard/Warnings
China	NA

### *Nana Starts Her Journey To Save A Little Star*

In this adventure in the Nana Star Series, the adventure begins when a little girl finds a tiny star in a pile of leaves one day while she's out playing. He's scared, barely twinkling, and he wants his Nana. She promises to bring him home, but this task will be far from being an easy one. You see, he lives up high in the heavens, but rest assured, Nana Star will face the challenge and fulfill her promise to the tiny little star.

I am sure you may be wondering what kind of product evaluation summary this is where you read about the plot of a book before the summary of its evaluation, but there is some logic in process here. Realistically, you cannot fully grasp the full value of an evaluation summary unless you first are aware of the basic foundation of the storyline for the book. Now that we have covered that rhetoric. why don't we proceed into the actual summary with a more sanguine approach?

### *Strong Ethical and Moral Values Imbued In Nana Star*

Just as the other books in the Nana Star series, Nana Star is a fabulous book which carries an underlying message. In this book, the message is to children and parents alike as to how the needs of others are still important even today. No matter how challenging a task may seem to fulfill the needs of another, if we have the means and the way, we have a responsibility to strive to fulfill that need.

As a mother or other orator passes across each page of imagery and text as they journey further into the storyline, there is virtually no way to avoid being influenced by such a positive message of hope. As the orator shares the words of the story with a child an incredible journey of new experience is discovered together as one. The orator and child may be on separate paths in their interpretation of the storyline, but with each moment that passes, new discoveries of the imagination are encountered as your mind creates the story within your own mind as well as that of the child.

In many of the children's books we find today, the flow of the plot is a jumbled mess of confusion with no real structure or benefit. Nana Star takes a different path than that of those wanna be children's books that are merely an object to turn a profit. With an awe inspiring plot that is not soon forgotten, Nana Star shares a comforting message about friendship, faith, and self-esteem.

### *A Deliberate Mistake In Nana Star*

Nothing can be more special in a book than a distinctive, fact, or in this case a mistake that makes the book more unique unto itself. Elizabeth Sills and Elena Patrice chose to take a very innovative approach to Nana Star and created a deliberate mistake in it, and to top it off, bringing it to the attention of the reader with a challenge to locate it! To add an even greater draw of attention, readers are enticed to send Nana Star a note correcting the mistake and they can then become an honorary member of the "*Nana Star Twinkle Club*". They will receive an 8" x 10" photo of the real Nana Star with a special message just for them! The greatest part of all this is that this is a feature that is in all books in the series!

All *Nana Star* stories feature a mistake because Nana Star believes that in life we all make mistakes, yet, even with those mistakes, we can still create something beautiful. She reminds us that only God can make things perfect! This is a powerful statement that shows how Nana Star is willing to step out from the rest of the crowd and stand on a foundation of God in her labors without fear of others. Taking command and creating a series of books like *Nana Star* is an act of creative inspiration to share with others. An act which is infectious in a positive way, inspiring others both children and adults that they too can step out and allow themselves to be creatively inspired in what they do best!



In order to gain a full understanding of the award winning book, "Nana Star ", you first need to be aware of what the book is all about. In "Nana Star", she discovers a new friend who has an important need. She can choose to disregard it and move on about her business or she be responsible and choose to help her new found friend by fulfilling the urgent need which he has. As they travel in pursuit of fulfilling this need, Nana Star discovers that when she puts her mind on the positive aspects of what is around her, she discovers that her own needs are fulfilled. She discovers a wondrous world of life where selfishness is not a part of the scenario.

Nana Star represents the values and ethics of the authors of the book which are carefully woven into the storyline as a contribution to the betterment of others. It is an award winning book that captures the very essence of what is good and creates an allure to read the book or listen to the CD so that this very essence may be imparted upon others to experience!

What you have here is a book which is an invaluable asset to a mother and child. Cost-effective, popular, and a proven positive contribution to others. In this case we are just talking about Nan Star, the book, but just imagine the possibilities of the book and the Nana Star posable doll put together! You can read our [evaluation summary](#) of "Nana Star", the posable doll as well.

#### *Consumers Have Their Say About Nana Star*

Consumers have no hesitation in telling you what they think of a product when given the opportunity and it isn't always what you desire to hear. This being the case, doing random hands-on consumer evaluation of products really tells you a lot. The REAL opinions that let you know just how good a product really is and if needed, how to improve upon it.

Nana Star was put through the ropes with our consumer hands-on evaluation portion of our evaluation. Nana Star, pulled a fairly solid interest in our hands-on product evaluation at multiple public locations in Las Vegas, NV. Along with a very large number of toys, games, and other juvenile products which were all being provided for random evaluation by consumers, Both Nana Star and Nana Star and the Moonman were on top of their game at all of the locations with our evaluation participants. It was interesting how Nan Star and the Nan Star plush doll held great interest to all of our evaluation participants yet at the same time pulled a completely different range of responses.

It was a very interesting point to see the surprisingly large turnout of mothers and toddlers who wanted to have an opportunity to see both the Nana Star book, as well as the Nan Star plush doll. Many of the mothers were delighted to sit next to their strollers or with their toddlers in the 108 degree heat at the local parks and read "Nana Star" to their child as their child played with the Nana Star poseable doll. Many of the toddlers or younger children displayed all kinds of amusing expressions as their mothers read to them. Unlike with the Moonman plush doll, the toddlers were delighted to listen to their mothers with a look of awe, moving the arms of Nana Star back and forth. I can just imagine the children's creative minds enacting a scenario of their own dream world in their minds with Nana Star accompanying them as their mothers read the book softly to them.

The responses from the mothers was far more than moderate. Two mothers who were twins spoke up and said, "That book is just the greatest for our kids." Her sister then kicked in her own comment with, "Hey hun you are forgetting that adorable doll as well which really is a perfect match with that book." The two sisters expressed how that they ...often times find combinations of books and dolls, but more often than not, the doll may be cute as can be, but the books are usually rather dull and have no real story." Nana Star, the book, and the Nana Star poseable doll were a literal perfect combination as far as these ladies were concerned.



For the participants at the local mall we used for our public hands-on evaluation, there was plenty of interest in kids reading Nana Star. Nana Star was doing the same as Nana Star and the Moonman, pulling plenty of attention as it captured the hearts of every reader. Once they had seen Nana Star and began reading, there was no turning back...they were now Nana Star fans!

When we compiled our feedback forms from all of the public demo locations, we discovered almost all of the participants were simply overjoyed with Nana Star. Nana Star undoubtedly proved to be a very popular hit in our consumer hands-on evaluation.

#### Your Opinion Counts

Your opinion counts whether you realize it or not. Maybe you were not on of the hands-on evaluation participants, but your opinion still counts all the same. We welcome you to share your opinions about this game or the product evaluation summary itself in our "[Ask The Toy Man](#)" Blog / Forum for others to see what you have to say.

#### *A Sampling of Some Of The Primary Ratings Scores*

While other organizations will define their ratings in a "blanket" method which simply defines each rating in an overall usage, we choose to take a different approach. Each individual rating that was assigned to this product, based upon our evaluation process, is briefly explained as to how that specific rating score was reached. The ratings for this product are listed below. Please remember that these are just six primary evaluation categories that are part of a far greater overall group of evaluation categories used for our product evaluation.

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**CONTENT QUALITY:** Rating Level **5** - The content quality of Nana Star was a tough one to call at first but it was soon determined that it was a top level book in this category. The flow of the content was consistent with the style and high quality so familiar with the Nana Star series. The imagery was simple yet most alluring to look at with a very well balanced equilibrium between the text and the imagery. The storyline was nothing but the best! The final analysis in our evaluation came to a perfect score of "5" in this category. No question about it, that score was duly earned.

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**DESIGN QUALITY:** Rating Level **5** - It is important to understand that when we speak of design quality, we are not referring to the author's content or art, but rather the actual materials of the book and how well they have been put together to create the book which we have evaluated.

The design quality of Nana Star was a tough one to call at first due to the protective and colorful quality paper cover of the book which can be easily damaged, but this is not a matter of durability, it is a matter of quality in design. Books with this kind of design are the ones that convey a message of quality and value. The design of the book is simple as can be, yet it is still a masterpiece of quality. The quality of design pretty much assures extended use under the strongest wear and tear a child can deliver within reasonable bounds. The final analysis in our evaluation was a perfect score yet again. The quality in design was there and a perfect score of "5" was well deserved.

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**DURABILITY:** Rating Level **4** - Durability was the same ranking as with our design quality. The durability level pretty much assures extended use under the strongest wear and tear a child can deliver within reasonable bounds. The binding is of the highest quality and is designed to be used in commercial application where excessive use is common and durability is an absolute need. It is undoubtedly made to last through repetitive and extended play. The only downside once again was the paper cover which obviously will not last long with excessive use, especially when associated with toddlers environment. The final analysis in our evaluation of Nana Star in this category was a rating of 4 out of 5.

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**EDUCATIONAL VALUE:** Rating Level **4** - Nana Star was expected to be a challenge in determination of this category rating but it was far from that. Nana Star is a book which reflects the idea of good morals and kindness, the values which the creator of the book upholds in her own life. It brings back a reminder of the importance of friendship and meeting the needs of others despite the challenge before you to do so. This is an essential but often over looked part of education. Add to that the reading and audible stimulation of the CD content and you have a knockout product. Educational value was in actuality a clear cut perfect score.

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**READING RESPONSE:** Rating Level **5** - The reading response posed a greater challenge due to the evaluation method due to the fact that this age group is far different than older juveniles. Nana Star is nothing short of the very best in this category. It was amazing to watch how a child was completely captivated as his mother was the orator, sharing the words of wisdom from this book that would influence their lives in a positive way. Considering all of our evaluation scores, Nana Star pulls a perfect score in this category.

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**VISUAL APPEAL:** Rating Level **5** - When it comes to visual appeal, Nana Star was over the top in this category. With not just a colorful and imaginative high quality book cover, the illustrations within the book were just as magnificent. A collections of imagery which tells a story all on its own. Now that is truly defining the meaning of visual appeal. Nana Star rated a perfect score in this category.

**EVALUATION RESULTS** - From evaluation for induction into "The Toy Man™ Product Guide"

**Overall Rating:** 5

**Seal of Approval:** Approved

**Award of Excellence:** Approved

**eChoice Award:** Selected



SEAL OF APPROVAL

2008

**"The Toy Man™ Seal of Approval"** serves as an emblem of professional recognition for having met the high standards of The Toy Man™ Product Guide for quality, safety, value, and product integrity. In essence, only the products submitted for our evaluation which have what it takes to meet our high standards are approved for induction!

*It is important to realize that this emblem was established in 1971 by the INTERNATIONAL PARENTING institute™ (IPI™), for exclusive use by The Toy Man™ Product Guide in its product evaluation process. It is modeled after the "Good Housekeeping Seal of Approval™", an emblem of recognition for products which meet the globally recognized high standards set forth by the Good Housekeeping Institute™.*



2008

**The Toy Man™ Award of Excellence** - The products and services which become recipients of The Toy Man™ "Award of Excellence", are those which rise to the very top in their evaluation. These products/services not only passed our strict and constantly evolving evaluation guidelines, their evaluation earned an overall category rating of "5", the highest level of rating available on a 1-5 scale basis.



2008

**"The Toy Man™ eChoice™ Award"** (*Editors Choice Award*) - This is more than just an award, this is the "brass ring" so to speak; the award that serves as an emblem of recognition for products / services which contribute *substantially* to positive skill growth and productivity. This productivity is measured in the value of potential cognitive/critical skill growth and/or overall level of improvement in an individual or group from the use of a product or service.

**PLEASE NOTE:** *If this review is for 2008 or later, the award image displayed is the new 2008 version of the eChoice Award. The former version of the eChoice Award has been retired but is still valid.*