



Product : Moonman Lovey

MSRP: \$19.99 USD

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

RATING: ★★★★★



Moonman Lovey

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

Product Evaluation Summary Date: 08/11/2008

If you want to talk about innovative idea in infant/pre-school products, Moonman takes the prize. Made to be loved to pieces, the Moonman glows when Little Twinkles cuddle him and plays a sleepy "luvaby" when they hug his tummy! He's a comforting presence as they drift off to dreamland.

| Product Type | Release Year | Primary Usage | Target Age / Max. Weight | Target Gender |
|-----------------------|--------------|--------------------|--------------------------|---------------|
| Infant Bed & Bathtime | 2008 | Consumer/Education | 3 years + | Female/Male |

Product Evaluation Summary Ratings

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

| Design Quality | Durability | FunFactor™ | HUGzFactor™ | Marketing Value | Visual Appeal |
|----------------|------------|------------|-------------|-----------------|---------------|
| 5 | 5 | 5 | 5 | 4 | 4 |

Trade Industry Sales Types

Wholesale Retail Reseller Online

Industry Memberships



Safety / Quality Classifications

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

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

| | |
|--------------------------|--------------------------------|
| Manufactured In China | Safety Hazard/Warnings None |
|--------------------------|--------------------------------|

Moonman, A Loveable Huggable, Character

Between the ages of 3 and 5 a toddler is undergoing an incredible amount of development both physically and mentally. Insecurity and fear are quite dominant as a child becomes more acquainted with their new environment so different from the warmth and security of the womb. A serious need is always present during this time for toys and other products which will help the child adjust more easily in this experience. Moonman is a perfect character to fulfill the empty void of need for a child as they lay down to sleep each night.

Moonman is a character created from an outstanding children's book called "*Nana and the Moonman*". The plot of the book follows the scenario of Nana Star being ready to bring the lost baby star to the heavens, but the world has gone to bed and she feels alone and afraid until a new friend, the Moonman, promises that he's watching over her, even when she can't see him. Moonman has been moved from the book into the reality of the retail market and the bedrooms of kids across the globe. As stated in the introduction, he is made to be loved to pieces! An added feature of the Moonman is that he glows when a child cuddles with him and squeezes his tummy while he plays a sleepy "*luvaby*". He's a comforting presence for a child as they drift off to their own private dreamland.

Simple, Yet Cute and Effective!

Moonman creates an environment of learning for a young child that stimulates the imagination and a child's creative thought as they drift off to sleep. Instead of a doll with a meticulous personal appearance, Moonman is simple, with a splendid combination of soft basic colors with white stars on his clothing. This simple design triggers the creative thought processes which are a vital part of critical skill development.

One point of extreme interest whether deliberate in design or by accident, is the fact of the button that must be pushed to activate Moonman to light up and play his unique "*luvaby*". In society across the globe today we see the family unit becoming more disassociated. Infants and toddlers are becoming a secondary thought, being put in a crib with a doll or some other toy, while mom strolls off to attend to other priorities. This is highly prevalent in U.S. society. As one of our evaluators expressed, "*Moonman brings the mother and child back into a symbiotic relationship as they were when the child was in the womb.*"

This is a very valuable point to consider. With the design of the Moonman being such as it is, a toddler is most likely reliant upon their mother to cause Moonman to light up and have the "*luvaby*" playing once again. This is a powerful point when you consider how this will form an even stronger bond between the mother and child than already exists. For the toddler his/her own self, if they are seeking attention from their mother, Moonman provides the perfect conduit to get that message across indirectly.

Moonman and "Nana Star and the Moonman"

In order to gain a full understanding of the Moonman his association with the award winning book, "*Nana and the Moonman*", you first need to be aware of what the book is all about. In "*Nana and the Moonman*", Nana Star is ready to bring the lost baby star back home where he belongs, but the world has gone to bed and she feels scared and alone. With help from a new friend, she learns that she is never alone, that the Moonman is always watching over and guiding her, even when she can't see him.

It is very well documented fact that content which the brain is exposed to prior to sleep influences the content created in a dream state. (*Jpn J Psychiatry Neurol. 1992 Mar;46(1):7-22. National Center of Neurology and Psychiatry, Kodaira, Tokyo, Japan*). In this analogy, Moonman lovey takes the positive essence of the book and brings it to life with the plush character, Moonman. Moonman is a perfect combination with the book, "*Nana and the Moonman*". A mother or other caregiver can read "*Nana and the Moonman*" to a child as he or she cuddles close to Moonman and is taken into the storyline as they begin their journey into their own private land of dreams.

What you have in essence here is a product which is an invaluable asset to a mother and child. Cost-effective, popular, and a proven positive contribution to a mother and child. In this case we are just talking about Moonman, but just imagine the possibilities of the book, "*Nana and the Moonman*" and Moonman together! Our evaluation summary of "*Nana and the Moonman*" will be available soon as well.

Consumers Have Their Say About Moonman

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.

Moonman was a most interesting product in regard to the consumer hands-on evaluation portion of our evaluation. Moonman pulled a very 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, Moonman held his own at all of the locations.

It was a very interesting point to see the surprisingly large turnout of mothers and toddlers who wanted to have an opportunity to see and hold Moonman. Many of the mothers were delighted to sit next to their strollers in the 108 degree heat at the local parks and read "*Nana and the Moonman*" to their child while the child held onto Moonman for dear life. Many of the toddlers or younger children displayed all kinds of amusing expressions as their mothers read to them, all of them eventually going into a slumber before their mother was finished with the book.

The responses from the mothers were nothing but great! One mother shared with us, "*This Moonman is so cute you just want to hold him close; if you just close your eyes and forget everything else, you begin to feel all warm and fuzzy.*" That proved to be a rather humorous statement when her friends began chiding her about it, emphasizing how "*That doll had better make you feel warm when you consider the heat out here today!*" After all the joking was over, all of the mothers agreed that the little "*luvaby*" from Moonman was very soothing and they found them selves wanting to hear it again and again.

For the participants at the local mall we used, there was plenty of interest in playing with Moonman for both adults and kids. Everyone was having fun squeezing Moonman's tummy and seeing the face light up as they heard the soft music coming from Moonman. It was simply amazing the incredible interest in such a simple little doll.

When we compiled our feedback forms from all of the public demo locations, we discovered almost all of the participants were simply overjoyed with Moonman. There were a few comments of protest in regard to it being "*... too much trouble to activate the light and music.*", but they were far outweighed by all of the positive feedback from all the rest of the participants. Moonman has 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.

DESIGN QUALITY: Rating Level **5** - The design quality of Moonman was a tough one to call at first but it was soon determined that we it was a top level product in this category. The stitching was optimal and overall workmanship was nothing but the best. It may be simple but the quality was clearly there. 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.

DURABILITY: Rating Level **5** - Durability was the same ranking as with our design quality. We pushed the limits in our tug and pull portion of our evaluation, yet Moonman still held up to the pressure. The textile materials used for the clothing and body of Moonman was very solid quality material for the price point of the product. It is undoubtedly made to last through repetitive and extended play. The final analysis in our evaluation of Moonman in this category was a rating of 5 out of 5.

FUNFACTOR™: Rating Level **5** - FunFactor™ was well up the ranking in scoring with Moonman. "FunFactor™" was clearly evident as being at the very highest of levels during our random consumer hands-on evaluation. No matter who had Moonman, they handled him with care yet at the same time were making all sorts of crazy jokes about the way he looks, the clothing he had on, etc. The toddlers simply smiled their crazy grins and shared their unique expressions. The level of fun appeared to be quite consistent with all of the participants looking at Moonman. Moonman pulled a perfect score of "5" in this category.

HUGzFactor™: Rating Level **4** - Moonman was expected to be a challenge in determination of this category rating but it was far from that. Go figure on this one...mothers were all cuddling close to Moonman just as the toddlers would.

When asked why they would hold it so tight, as one woman expressed, "I don't know, he's just so cuddly!". I won't even try and figure that one out. The bottom line is that Moonman scored a perfect score in this category as well.

MARKETING VALUE: Rating Level 4 - The marketing value of Moonman is well above average in this category. In our evaluation we have to go by the book and our guidelines are designed to keep personal opinion as far out of the picture as possible. With that thought in mind, we established that Moonman is a sure thing for repeat sales but is just not on the top for impulse buying. Combined with the book, "Nana and the Moonman" from which Moonman had come into being, Moonman would be a perfect combo. Considering all of our evaluation scores, Moonman falls short of a perfect score by a single digit.

VISUAL APPEAL: Rating Level 4 - When it comes to visual appeal, Moonman scored quite good yet just short of a perfect score by a single digit. It is a magnificent plush product concept yet at the same time just not enough appeal to pull off a perfect score, despite the popularity. In this category Moonman pulled a score of "4".

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

THE TOY MAN™ SEAL OF APPROVAL



SEAL OF APPROVAL

In essence, much like the Good Housekeeping Seal™. Not every product or service submitted for review is approved for induction. The Toy Man™ Seal of Approval serves as a professional recognition for having met the high standards of The Toy Man™ Product Guide for quality, safety, value, and product integrity.]

"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™.

THE TOY MAN™ AWARDS



The Toy Man Award of Excellence - When it comes to quality, products and services which rise to the top in quality, design, safety, and value, recognition is well deserved. The recipients of The Toy Man Award of Excellence are those went one step beyond the rest and earned an overall ranking of 5 in our 1-5 overall rating scale in their evaluation.

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.

The Toy Man™ eChoice Award, the exclusive award given by Rev. James G.W. Fisher, (Chief editor of The Toy Man™ Product Guide), for products which he feels possess the potential to be top sellers and recommends quite highly.



"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.