



Product : Nana Star Posable Doll

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

MSRP: \$21.99 USD

RATING: ★★★★★

Nana Star Posable Doll



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

Product Evaluation Summary Date: 08/11/2008

The world of Nana Star brought to huggable, snuggable, lovable life! Just right for playtime, storytime, and bedtime. The sweet and oh-so-very-pretty Nana Star doll is crafted with love and special attention to details that Little Twinkles will appreciate. She even comes with the baby star for them to care for!

Product Type	Release Year	Primary Usage	Target Age / Max. Weight	Target Gender
Dolls - Posable	2008	Consumer/Education	3 years +	Female

Product Evaluation Summary Ratings

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

Critical Skills Development	Design Quality	FunFactor™	Innovation	Marketing Value	Visual Appeal
5	5	5	5	5	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 type="checkbox"/>	Eco-conscious <input type="checkbox"/>

Independent Lab Tested <input checked="" type="checkbox"/> (Unconfirmed)	Independent Lab Name SGS	
Lead Level (Complies with 16CFR 1303 Regulation) <input checked="" type="checkbox"/>	Lead & Other Heavy Metals Level (Complies with ASTM F963) <input checked="" type="checkbox"/>	Phthalates Level (Complies with CA Phthalates Regulation - 6 Types) <input checked="" type="checkbox"/>
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 type="checkbox"/>

Manufactured In China	Safety Hazard/Warnings Not for kids age 3 and under due to potential choking hazard
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Huggable, Snuggable, Lovable, That's Nana Star!

There is no question about it, huggable, snuggable, loveable,...you have to be talking about Nana Star! Nana Star - The posable doll, is the award winning book character Nana Star brought to life for children. Nana Star represents the very essence of a perfect world where friends are important and helping others is a normal thing to do no matter how much of a challenge it may seem to be to fulfill someone's need.

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. Nana Star is a perfect character to fulfill the empty void of need for a child as they are playing alone, or as their mother may be reading a book to them. *(If their mother is reading to them, perhaps it's a book from the Nana Star series!)*

Nana Star has come to life from her series of Nana Star books into the reality of the retail market and the homes of kids across the globe. As stated in the introduction, she is so loveable, snuggable, and huggable for a child to have providing a sense of security, not feeling alone. She's a comforting presence for a child as they are playing each day, listening to Mom as the orator, as she reads a book from the Nana Star series, plays the Nana Star CD, or as they drift off to their own private dreamland of sleep.

Nana Star Brings a Mother and Child Together

Nana Star creates an environment of learning for a young child and their mother or caretaker that stimulates the imagination and a child's creative thought. Instead of a doll with a meticulous personal appearance, Nana Star is simple, with a cute little dress with soft basic colors, that is crafted with love and special attention to details. She even comes with the baby star for them to care for! This simple design is a quite innovative concept which triggers the creative thought processes which are a vital part of critical skill development in a child. Nana Star encourages the mother or caretaker to interact with their child.

Renewing The Bond

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 to let their imaginations run wild with no support or guidance, while mom strolls off to attend to other priorities. If you do a query on any search engine about family disassociation you will find that this is a highly prevalent concern in U.S. society. An OB/GYN doctor who is one of our evaluators for this product evaluation made it quite clear in her report, *"Nana Star touches a woman and child in a unique fashion which once again brings the mother and child back into a symbiotic relationship as they were when the child was in the womb."*

To just leave a child in a crib, playpen, or other area of convenience, unattended and ignored is detrimental to their development. Even I am fully aware from my teaching at a pre-school, that a child needs stimulation not just from toys and dolls, but live interaction with its mother or caretaker. Our OB/GYN doctor evaluator also expressed, *"While the child was in the womb they had a consistent environment of stimulation of their senses, especially from the mother's voice, emotions, and even her touch. Suddenly and quite unexpectedly, the infant is removed from the comfortable and secure environment of the womb and is thrust into the light of our own world we experience."*

The doctor made another very valuable point...*"Every single moment of a child's life in those first 3 to five years is part of the time of their mental and physical state being developed in which a mother should be in constant vigil.* As I read further into her report I noted how she sees the story of Nana Star and the fallen star much as a mother and child. An infant/toddler has a need that must be fulfilled and cannot be ignored without consequence. It requires a sacrifice of time and energy on the part of the mother that may often times seem impossible, but isn't the life of that child worth it? The doctor goes on to say, *"The Nana Star doll serves as a perfect conduit or tool to make a mother's efforts more easily accomplished in her interaction with her child; an object of equal recognition and familiarization."*

Now speaking from my own personal standpoint as a product evaluation specialist and former pre-school teacher, if a mother goes one step further and utilizes Nana Star's book along with the Nana Star posable doll, she now has a perfect combination to interact with her child and not feel the pressure so greatly in the time taken to do what she is supposed to do in the first place! Due to many pressures in society as a whole today,

many mothers need something to help them initiate a greater level of communication with their child or children. As a posable doll, Nana Star, in combination with one of the books from the Nana Star series, is without question an excellent medium to help "break the ice" in their efforts to improve.

Understanding What Nana Star, The Posable Doll Is All About

In order to gain a full understanding of the full value of "Nana Star" as a posable for your child, you first need to be aware of what the book she came from is all about in its storyline. 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!

As a posable doll, "Nana Star" takes the message of the Nana Star book series and transforms into 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 Nana Star, the posable doll, but just imagine the possibilities of Nana Star, the posable doll and the book put together! You can read our evaluation summary of "[Nana Star - Book 1](#)", "[Nana Star and the Moon Man - Book 2](#)", and the "[Moonman Lovey](#)" as well.

Nana Star Is A Hit In Hands-on Consumer Evaluation

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 Nana Star and the Nana 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 Nana 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 posable 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 posable 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.

DESIGN QUALITY: Rating Level **5** - The design quality of Nana Star 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. Even the clothing was well balanced with the doll figure itself and the textiles used were of high level quality. 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 Nana Star still held up to the pressure. The textile materials used for the clothing and body of Nana Star 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 Nana Star in this category was a rating of 5 out of 5.

FUNFACTOR™: Rating Level **5** - FunFactor™ was nothing short of the very best in scoring with Nana Star. The "FunFactor™" was clearly evident as being at the very highest of levels during our random consumer hands-on evaluation. Nana Star had a very unique effect with the pre-school girls as they handled her with care, looking at her cute little dress, feeling the material or just holding her close. It was easy to see the excitement with the little girls with Nana Star. The toddlers simply smiled their crazy grins and shared their own unique expressions. The level of fun appeared to be quite consistent with all of the participants looking at Nana Star. Nana Star pulled a perfect score of "5" in this category.

HUGzFactor™: Rating Level **4** - Nana Star proved to be rather interesting with the children in this evaluation category. Pre-school boys were drawn to other products while the pre-school girls seemed to be enthralled by Nana Star. Such an incredible level of attention was being paid to Nana Star and virtually every aspect of this little doll. Everyone of the little pre-schoolers wanted to hug her close, some even rocking her gently as they hugged her. Nana Star was over the top in her scoring in this category with a perfect score.

MARKETING VALUE: Rating Level **4** - The marketing value of Nana Star 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 Nana Star is a sure thing for repeat sales but is just not on the top for impulse buying. Although there was strong attention to Nana Star by the children, it just wasn't enough to pull a perfect score. Combined with either of the books from the Nana Star series, Nana Star would be a perfect combo, but alone she fell short of a perfect score by a single digit.

VISUAL APPEAL: Rating Level **4** - When it comes to visual appeal, Nana Star scored quite good yet just short of a perfect score by a single digit. She is a very cute plush posable doll, yet at the same time just not enough visual appeal to pull off a perfect score, despite the popularity. In this category Nana Star 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



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.*