

FREE

Issue 14 Spring 2015



# London Mums



**Justin Fletcher**



**Dr Pierre Dukan**



**Dr Miriam  
Stoppard**

**Star  
mum**

**EXCLUSIVE!**  
**Caprice**

**Opens up about life as a London Mum  
and secrets behind her business  
success**

**FREE GIFT BAG WHEN YOU REGISTER ONLINE**  
**[www.londonmums.org.uk](http://www.londonmums.org.uk)**



Mill Hill School Enterprises

**PAY AS YOU GYM, SWIM OR PLAY!**  
at the Mill Hill School Sports Centre NW7

**Best Kept Secret in North London**



Sports centre includes:  
Swimming pool,  
tennis courts,  
badminton courts  
and more!

State of the art Star Trac and  
Human Sport Equipment with iPod  
connectivity, inbuilt TV screens

**TAKE ADVANTAGE OF OUR  
£20 MONTHLY PASSES!  
& NO JOINING FEES**

[www.mhsenterprises.org.uk](http://www.mhsenterprises.org.uk)

**PLANNING A WEDDING or PARTY?**



We pride  
ourselves on  
our high quality  
catering and  
wedding service  
0208 959 8131

Mill Hill School  
SportsCentre

@millhillevents

[mhse@millhill.org.uk](mailto:mhse@millhill.org.uk)

**0208 906 2322**

# BE INSPIRED

## Editor's letter



www.memorygate.co.uk

Dear London Mums

This Spring London will be at the centre of the world's attention once again with the arrival of a new Royal Baby and the UK general election. Londoners are used to stardom and glamour and our cover interview focuses on one of Britain's most fashionable mumpreneurs,

super model and power mum Caprice. She talks about entrepreneurship, beauty and her personal journey into motherhood.

You will love our chat with Britain's favourite children's entertainer and TV presenter Justin Fletcher who voices Shaun the Sheep whose first Big Screen movie has just been released.

The fun doesn't stop there – we have an exclusive comic strip by promising young teenage illustrator Alex Johnson as well as a fun interview with the creators of the Aliens Love Underpants series discussing why Underpants are so funny.

World-renowned Dr Pierre Dukan discusses the secrets behind our future Queen Kate's slim physique and UK's most trusted parenting expert Dr Miriam Stoppard tackles mums' problems in our popular Agony Aunt section.

Along with all of these celebrity interviews, we've also included our Spring Fun Top Picks as well as Art & Craft ideas for kids' activities.

Check out the London Mums website

[www.londonmumsmagazine.com](http://www.londonmumsmagazine.com) for more articles, interviews and ideas for family fun.

**Spread the word – London Mums is totally and utterly FREE!**  
**Register online NOW and get your FREE GIFT BAG**  
[www.londonmums.org.uk](http://www.londonmums.org.uk)

*Monica*

Monica Costa

Editor in Chief, Founder of London Mums and mum  
of eight-year-old Diego.

[monica@londonmums.org.uk](mailto:monica@londonmums.org.uk)

Twitter @Londonmums

**LONDON  
MAYOR**



*'Forums such as London  
Mums and Work Your Way  
are invaluable for forging  
new relationships, sparking  
ideas and providing advice in  
an easy, accessible way.'*  
Mayor of London, Boris Johnson

### Editorial

London Mums magazine is produced by  
London Mums Limited

Editor in Chief: Monica Costa  
[monica@londonmums.org.uk](mailto:monica@londonmums.org.uk)

Editorial Assistant: Carolina Kon  
[info@londonmumsmagazine.com](mailto:info@londonmumsmagazine.com)

Illustrators: Irene Gomez Granados (chief)

Contributors: Alex Johnson (teenage illustrator  
@doodlinginlondon), Chiara Kon (child reporter),  
Diego Scintu (child reporter), Dr Miriam Stoppard,  
Emma Hammett, Freda Cooper

POST: London Mums Limited, 74 Dowdeswell Close,  
London SW15 5RL CALL: 07900088123

© Copyright London Mums Limited 2015

### Advertisers & Sponsors

To discuss your advertising needs fill in the  
contact form online or email  
[info@londonmumsmagazine.com](mailto:info@londonmumsmagazine.com).

NEXT ISSUE: Summer/Autumn 2015 will be out at  
the end of June 2015 – Deadline for advertising:  
mid May 2015

DESIGN: Urban52 Ltd, [mark@urban52.com](mailto:mark@urban52.com)

PHOTOGRAPHY: Michael Shilling, Memory Gate  
[info@memorygate.co.uk](mailto:info@memorygate.co.uk)

PRINTED by Evonprint Ltd. Contact:  
[mrowland@evonprint.co.uk](mailto:mrowland@evonprint.co.uk)

Views expressed in articles are strictly those of the authors. Every effort is made to ensure that all the information given is correct but London Mums Limited accepts no liability for any inaccuracies, errors or omissions that may occur or their consequences. This publication is copyright and may not be reproduced, stored or transmitted in any form without written permission from the publisher. Unsolicited materials cannot be returned.

**FREE gift bag when you register online**  
[www.londonmums.org.uk](http://www.londonmums.org.uk)



# CONTENTS



## LONDON MUMS' CORNER

**COVER INTERVIEW STAR MUMPRENEUR:** Glam Mumpreneur Caprice opens up about life as a London Mum and secrets behind her business success – By Monica Costa ..... p6-9

**AGONY AUNT – ASK DR MIRIAM STOPPARD** – Qualified doctor and UK's most trusted parenting expert Dr Miriam Stoppard tackles your problems ..... p20-21

**FIRST AID** – How to help if your child is choking – By Emma Hammett for First Aid for Life .... p22

**HEALTH** – World Exclusive! Dr Pierre Dukan: 'I want to motivate people to fight obesity' – By Editor Monica Costa ..... p24-26

## KIDS' CLUB

**COMIC STRIP** – 'Eddie Catz Big Adventure' – By Alex Johnson ..... p10

**BOOK CLUB** – Why are Underpants so hilarious?  
London Mums find out in five-minute chat with the creators of the Aliens Love Underpants series – By editor Monica Costa and child reporter Diego Scintu ..... p12-13

**JUSTIN FLETCHER** – Five minutes chat with Justin Fletcher 'I always do Shaun the Sheep bleats without my socks on' – By 8 year old child reporter Diego Scintu ..... p16-18

**ART & CRAFT TOP PICKS** – ..... p28

**SPRING FUN TOP PICKS** – Brighten up this season with great gifts, goodies, toys & gadgets – here are our favourites this Spring ..... p30-31



Limited Availability

## An exclusive London Mums Spring Beauty Box



Worth over £115,  
you can enjoy:

### For mum

**Organic Surge Intensive Smoothing Serum Enriched with Para Cress Extract** - 30ml / RRP: £23.50  
an intensive smoothing serum to improve the appearance of wrinkles.

**In.Fused Citrus Body Scrub** - 100g / RRP: £11.99  
packed with skin loving ingredients to buff away skin impurities.

**Wild About Beauty Multi-Purpose Tint** - 3.75g / RRP: £16.50  
a real 'quick fix' product that can be applied to lips and cheeks for a hint of colour.

**Bellapierre Mineral Mascara in Black** - 15ml / RRP: £19.99  
long lasting, glamorous & volumising mineral mascara to create thicker and fuller lashes.

**New CID i-shape** - 1.1g / RRP: £15.50  
waterproof lip liner pencil with a delicious creamy formulation to perfect your pout.

**Nails Inc Gel Effect vanish - Uptown** - 9ml / RRP: £14.00  
soft pink is the perfect Spring colour. Bring ultra gloss to your nails with this acclaimed high shine finish.

### For baby

**Orico London Little Love Nurturing Baby Massage Oil** - 100ml / RRP: £16.00  
an intensive smoothing serum to improve the appearance of wrinkles.

Now for only £18.99 plus p+p\*

Buy now at [www.allboxedup.co/springmums](http://www.allboxedup.co/springmums)

“ This is a lovely beauty box at a fabulous price. A wonderful selection of known brands and some new discoveries designed to both revitalise your skin and refresh your beauty palette. Please enjoy.”  
- Monica Costa, Editor, London Mums Magazine

\* P+P is £4.99 per box, courier delivery. Limit 3 per person.  
Please allow 28 days for delivery, terms and conditions apply  
(full details at [www.allboxedup.co](http://www.allboxedup.co))

To see the review of all products visit  
<http://londonmumsmagazine.com/>  
@Londonmums

# CAPRICE

## **STAR MUMPRENEUR: GLAM CAPRICE OPENS UP ABOUT LIFE AS A LONDON MUM AND SECRETS BEHIND HER BUSINESS SUCCESS**

Caprice Bourret ventured to England from Southern California and quickly became one of the most photographed women in the world having appeared on 300 magazine covers across the globe and over 150 TV shows and films. She was voted GQ Magazine's Woman of the Year, and Maxim's International Woman of the Year for three years running. Caprice has it all and together with her partner Ty Comfort brings up her two beautiful children Jett and Jax in London. She talks to editor Monica Costa about life as a super model, busy mumpreneur and her secrets behind her incredibly successful "By Caprice" business.







**Q: You once said that you were arrogant about motherhood. What did you mean by that and why have you changed your mind?**

**CB:** I was naive to assume you can have a baby whenever you feel like it. I never thought I would have a problem conceiving.

**Q: What's the secret of a long lasting relationship with your partner?**

**CB:** Sex... Regular sex. Men are simple creatures... feed them and once in a while pay them compliments!

**Q: You had your children at a more mature age. What are the pros and cons of having children after 30?**

**CB:** The pros are that I am much more patient, I could financially support my kids and I didn't compromise on my life-long partner.

The cons are that, unfortunately women have a ticking clock and have less chances to get pregnant after 35. I was also diagnosed with a medical condition that meant I was unable to carry in my late 30's.

**Q: What's your parenting style?**

**CB:** Very hands on. I am there for my kids and they are my best friends. I love being with them, talking to them, playing with them and laughing with them... and I think they love being with mummy too!

Kids just need quality time with their parents.

**Q: If you were Mayor of London for the day what would you do to improve Londoners' life?**

**CB:** No congestion charge, no vat and free parking! Parking would be first come first serve!

**Q: If you were Queen of Britain what would be your first initiative?**

**CB:** I would firstly do a tour of America and Australia to increase tourism.

I would play to our strengths and bring people to the UK – tourism is a huge revenue for our economy.

**Q: As a supermodel, have you suffered food deprivation? Have you ever wished you could have a normal job where you could eat what you wanted?**

**CB:** I am probably the skinniest person in my family. I just don't know what it is like to eat junk food.

As a result of my good diet I feel healthy and have the energy to be a mother and run a successful business.

**Q: What is your favourite meal of all times?**

**CB:** Nachos – double jalapeno peppers, double cheese, refried beans, guacamole and sour cream

**Q: What's your favourite restaurant in London?**

**CB:** Mediterraneo and Halepi.

**Q: You are a very successful mumpreneur. What's the secret of your success? What are your top tips to a mum wanting to start her own business from her kitchen table?**

**CB:** It is the same rules for all businesses but from meeting many mumpreneurs they are the most passionate, hardworking ambitious business owners out there!

***My top tips would be:  
Don't be greedy!***

Cash flow is your bible! I know my cash flow for the next 7-8 months, if there's a problem I'll fix it now so it does not affect the business in the coming months ahead.

Make use of the free marketing tools around you to network and build a customer base – Twitter, Facebook and Instagram.

Relationships with customers is key – spoil your customers and build customer loyalty.

Surround yourself with good employees and don't go cheap because ultimately with the right talent you will make more money.

**Q: Can you give time deprived London Mums some easy tips on how to look good and fashionable without spending a fortune?**

**CB:** Go shopping in your own closet, I bet there are loads of things you've forgotten about. Take all your clothes and accessories out and reacquire yourself with everything.

A great tip is go to a charity shop in an affluent area and you will be sure to find some great treasures at minimal expense.

Look good by drinking plenty of water – at least 5 glasses a day.

Sleep, eat healthy and exercise regularly will ensure you look and feel your best.

**Q: What is your guilty pleasure?**

**CB:** Dominos pizza with extra cheese and jalapeno peppers.

**Q: What's your favourite fashion item and brand?**

**CB:** Anything black... In fact my whole wardrobe is black!

**Q: What's the most expensive fashion accessory or piece of clothing you have ever owned?**

**CB:** My mum bought me an LV handbag. It is one of a kind.

**Q: What's your favourite Hollywood icon and why?**

**CB:** Alyssa Milano – I admire her. She is a huge sports fan and she spotted a gap in the market for a fashion line aimed at sports outlets for women.

She has taken an idea and made it a reality, built an empire and she has done it all by herself.

**Q: What are you up next?**

**CB:** We have a very exciting year ahead. We will be launching an organic beauty line By Caprice, Bedding By Caprice and Loungewear By Caprice. As well as potential international store openings!

[www.capricebourret.com](http://www.capricebourret.com)

[www.bycaprice.com](http://www.bycaprice.com)



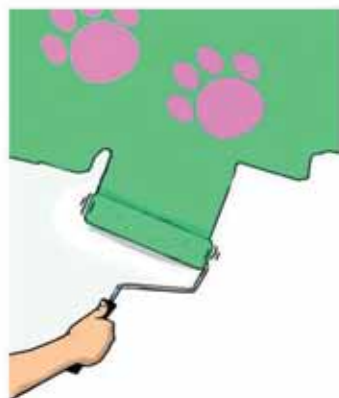




A local London family.. Had an idea to create a fun place...



And a cool character...



So they built it...



and opened in April 2005.



Happy 10<sup>th</sup> Birthday  
Eddie Catz!

ALEX JOHNSON @DOODLINGINLONDON



Softplay • Playframe  
Padded Toddler Area • Video Games  
Kiddie Rides • Disco • Café  
Baby & Toddler  
Classes



Birthday Parties  
Laser Tag



Make a Bear Parties



Holiday Workshops

Check our website for a full  
listing of our drop off  
workshops running every  
school holiday!



WIMBLEDON  
42 Station Rd  
Merton SW19 2LP

PUTNEY  
68-70 Putney High St  
London SW15 1SF

Tel. 0203 4755268

[www.eddiecatz.com](http://www.eddiecatz.com)





# WHY ARE UNDERPANTS SO FUNNY?



## FIVE MINUTE CHAT WITH THE CREATORS OF ALIENS LOVE UNDERPANTS

By editor Monica Costa and child reporter Diego Scintu

Not many book series can be as quirky and as funny at the same time and have a long shelf time in children's home libraries. But the Aliens Love Underpants series from bestselling and award-winning duo Claire Freedman and Ben Cort certainly can. Underpants are guaranteed a laugh whether you are a primary school child, teenager or a parent.

### So why do we find underpants so hilarious?

The Underpants book series plays on the comical element of underwear and combines it with popular characters such as aliens, pirates, monsters and Santa to create a very funny combination. With the pant-loving antics of Aliens, Pirates, Dinosaurs and even Santa Claus having already been exposed in this hilarious series of picture books – it's now the turn of Monsters to show us what their pants are made of...

These books together have sold over 1.5 million copies and been published in 16 languages.

**Q:** Roald Dahl and Quentin Blake were quite a memorable writer / illustrator duo. How do you work together?

**Ben:** Claire and I discuss stories to some extent but generally Claire writes the story and I go away and work on the pictures.

**Claire:** I might then make a few comments on the illustrations, ideas that are in my head that Ben perhaps hasn't thought about. And the same with my text as well. Ben gives me ideas for the stories. It's more like teamwork.

**Q:** Is there any anecdote about any book in particular which stands out in terms of quirkiness?

**Claire:** For me it has to be the first Aliens Love Underpants. The whole idea when I wrote it was to me so crazy, actually over crazy and I think it is the one that is close to both our hearts.

**Ben:** For me it is the first one too. I have the happiest memories on that too. I remember receiving the text in an email and I knew straight away that that was something different. You don't always get a text that strikes it straight away but that one did.



**Q:** How did you come up with the Aliens story?

**Claire:** Originally I submitted the story about aliens and there was a nappy issue there. My editor at that time liked the idea but then she suggested to put together aliens and underpants together. I went away and wrote it quite quickly almost like a joke. I thought it was so mad and I was very surprised when she said she really wanted to publish it. Kids laugh when they hear the word Underpants. Underpants are silly.

**Q:** How long and intense is the process of writing and illustrating picture books?

**Ben:** Preparing the illustrations for a new book requires approximately eight months from idea generation to print. The end result is effective and original. I would do hundreds and hundreds of sketches before even starting working on the book. You keep refining the sketches. I have sketched two sketchbooks full of monsters before getting the final illustrations completed.

**Claire:** I am a perfectionist and I want every word to be right, to flow. It is quite a long process.

**Ben:** I was still working on the cover yesterday. Sometimes at the last minute you may have an idea to change it completely. You never really stop thinking about it. Only maybe when you move on to the next project.



# kids haircare

BY MIXED CHICKS®



detangle

control frizz

define curls



available online and at all good retailers

contact Hair and Beauty FX to find your nearest stockist, 0208 9974781

[www.mixedchicks.net](http://www.mixedchicks.net)

# KIDS GO FREE

Buy a Family River Red Rover and three kids (up to sixteen) travel free. All day, any day. Hop on and off any City Cruises pier from Westminster to Greenwich.

FAMILY RIVER RED ROVER  
HOP ON & OFF ALL DAY  
SIGHTSEEING

From only  
Family River Red Rover  
£32.40\*  
inc 2 adults + 3 kids  
\*online price



Tickets can be bought on the day at Westminster, London Eye, Tower and Greenwich piers

Buy tickets online at  
**citycruises.com**  
or call 020 77 400 400



# Kids Club

## Five minutes chat with Justin Fletcher

*'I always do Shaun the Sheep bleats without my socks on'*

By 8 year old child reporter Diego Scintu



When Justin called me and introduced himself with 'It's Justin!', his voice sounded so familiar. Over the years I have watched many TV shows with Justin as the main star including the latest "Shaun The Sheep The Movie" where he voices Shaun. I felt I knew him well already.

**Q: Where do you get the inspiration for all the characters in Gigglebizz?**

**JF:** I wrote Gigglebizz 16 years ago after I watched The Fast Show, a sketch show for grown-ups and thought it would be a good idea to have a sketch show designed for children as well. So I came up with 27 characters and showed my ideas to the BBC. They liked it but cut it to only 10 characters. Over the years though I ended up playing all 27 of them.

We have just finished filming series 4 of Gigglebizz.

**Q: What's the favourite character or TV Show you have been involved with?**

**JF:** My favourite show is Something Special – we have been filming it now for nearly 15 years. It's very important because it helps a lot of children to communicate using the Makaton signing system. That is the programme that has a special place in my heart and we continue to make it.

The children are just amazing and they are the stars of the show. Throughout the 10 series, we have met some wonderful children, and I always get very excited when we start filming because it's a great programme to be involved with.

**Q: If you were King of Britain for the day what would you do?**

**JF:** Oooooohhoooo!! If I were King of Britain for the day, wouldn't it be lovely if everyone in the country would take a day off and we would all have a huge holiday day have one huge party.

**Q: Please tell us anecdote behind the scenes about your work with Aardman and Shaun the Sheep.**

**JF:** Aardman are fantastic. I do the voice of Shaun The Sheep (the movie has come out on 6th February 2015). I have been working on the programme for about 6 years now. It's been an absolute joy to work with the teams at Aardman on the film. It's amazing what they do in the modern animation world. I saw Shaun The Sheep recently at the European premiere in its entirety and it was wonderful. I was thrilled with it.

Normally a voice over artist would sit at a desk. But when I do Shaun, my little behind the scene anecdote, I always stand up, take my jacket off and my shoes off as it takes so much energy to voice Shaun.



I always voice Shaun the Sheep without my socks.

CBeebies star Justin Fletcher MBE brand new album JUST PARTY is released on 2nd March 2015. Families can see him perform his new single live on tour this Easter.

Just Party is jam-packed with toe-tapping tunes, an irresistible mix of traditional party songs, popular contemporary hits and the brand new single 'Just Party'.

Justin will be performing his new single "Just Party" as part of Justin & Friends: Mr Tumble's Circus, the brand new arena spectacular that is touring the UK from 1st-14th April 2015. He will be at WEMBLEY THE SSE ARENA on Saturday and Sunday 4-5 April 2015. Tickets for the Easter tour are priced from £13.50 for children, with family tickets from £54 (for four people and subject to booking fee). For more information about Justin & Friends: Mr Tumble's Circus visit [www.cbeebieslive.com](http://www.cbeebieslive.com)



# Encourage children to get exploring with



Outdoor play is essential for early development, so get your little learners outside this spring! For more exciting, hands-on science products visit [LearningResources.co.uk](http://LearningResources.co.uk)



## LEARNING RESOURCES FOR PARENTS AND TEACHERS

Jo Moore is the In-House Educational Expert in Early Years at Learning Resources – the home of award winning educational toys, games and learning aids. Previously a reception teacher, Jo has lots of hands-on experience of classrooms, curriculums and the worries of modern parents.

**Q. What does your job as Educational Product Development Co-ordinator entail?**

**JM:** Before accepting this role, I worked for several years as a reception teacher. Learning Resources were keen to use my knowledge of the classroom in their product development, each year the company designs around 100 new innovative products, to support learning both at home and in the classroom. By having someone experienced in how a classroom functions, they are able to develop products to meet the needs of teachers, as well as SEND professionals and of course, parents.

**Q. While you were working as a teacher, what was the biggest challenge you faced?**

**JM:** As a teacher (and a parent!) you are faced with various challenges every day, that's part of the fun when you work with children! However, one of the biggest obstacles I faced is having the right resources available to keep the attention of a variety of learners. The Early Years Foundation Stage curriculum focuses on children learning through play and we have been able to develop a range of colourful and inviting products that children want to pick up and play with.

**Q. What are your favourite Learning Resources products for 2015?**

**JM:** Our Pretend & Play® International School Set, is proving to be a popular product. As a language-free version of our best selling School Set, the international set is a great way of encouraging children to role play as teachers and students, with no limitations from reading, unfamiliar languages or difficult instructions. The set is great for ages 3+, and is ideal for preparing children for school life. Outdoor



play is essential to early years learning and I would highly recommend the GeoSafari® Jr Science Utility Vehicle to encourage children to get exploring. The safari-style vehicle includes a 3x magnifier and LED light, so children can learn about what they are seeing when they play in any terrain!

**Q. Education is an ever-changing area, do you think now you have left teaching you will get out of touch with the needs of young learners?**

**JM:** Part of my role is to stay abreast of the education sector and the constant changes within it. I regularly attend seminars at BESA, the British Education Suppliers Association. More importantly, I still spend a lot of time in classrooms, working with teachers on our Product Panel to develop both old and new classroom essentials and games to ensure they are meeting the ever-changing needs of teachers and students, both in the classroom and at home.

Learning Resources are the Brand Teachers Trust. With over 20 years experience of manufacturing and supplying hands-on and innovative products to teachers, special educational needs professionals and parents. Their range of educational toys and games support the education and development of children from birth to 12 years. Shop their range at [www.LearningResources.co.uk](http://www.LearningResources.co.uk)



# Ask Dr Miriam Stoppard



**Qualified doctor and UK's most trusted parenting expert Dr Miriam Stoppard tackles your problems**

**How much does my child understand about being naughty at five? What can I do to make her understand certain screaming behaviour is not acceptable?** Alicia, West Hampstead

Good modern parents are careful not to raise their voices, not to frown in disapproval, not to make a fuss over small things and to make light of mistakes and accidents. They don't sweat the small stuff and carefully choose which battles to fight. They enjoy their role as teacher whether it's getting down on the carpet to do a jigsaw, point out why leaves fall in the autumn or make space for a five year old to help with the cooking.

I find the present day approach to discipline very attractive where a child is given a clear chance and lots of space to do as they've been told or correct bad behaviour. It's a kind and humanitarian approach to say

*"I'm going to ask you again to tidy up your toys"*

*"This is the third time of asking and I won't ask again, you'll go on the naughty step"*

*"I'm going to count to five then you go on the naughty step"*

Then, either

*"Well done and thank you for tidying your toys"*

or

*"On the naughty step (for as many minutes as her age)"*

The naughty step routine is rounded off in a wholly sensible way so that a child learns a new lesson in behaving. It goes like this –

*"You know why you were on the naughty step?"*

*"Yes, because I wouldn't tidy my toys."*

*"Yes and because you didn't do what mummy asked. Are you going to say sorry?"*

*"Sorry mummy."*

*"Good boy." (big cuddle) "Mummy loves you. Now let's have tea."*

It's clear from this re-enactment that an authoritarian parenting style is not in favour. Today's parents prefer negotiation to laying down the law. Uppermost in their minds is to achieve a sensible, firm resolution to problems without resorting to punishments and certainly no shouting and smacking, while still clearly defining boundaries.

Many good things result from this approach. A child feels a valued member of the family, one with a voice and with choices and who is shown respect. This environment encourages self-discipline, self-esteem and thoughtfulness for others and a sense of responsibility.

**Toddler tantrums. I am following a routine and I do everything right apparently according to my friends and family but my 3 year old daughter throws lots of tantrums I cannot deal with. Any tips to maintain sanity?** Anita, Fulham

Toddlers between the ages of two and three often have temper tantrums as a means of giving vent to frustration when they can't do or get

what they want. A tantrum usually involves your child throwing themselves on the floor, kicking and screaming.

This is quite normal behaviour. At this stage your child won't have sufficient judgement to control their strength of will or the language to express themselves clearly, but as their knowledge and experience of the world broadens, so the occasions when their will is pitted directly against yours become less frequent.

A tantrum may be brought on by such feelings as frustration, anger, jealousy and dislike. Anger is brought on by not getting their own way and frustration is by their not being sufficiently strong or well-coordinated to do what they want.

The best thing you can do during a tantrum is to stay calm, since any attention on your part will only prolong the attack. If they have a tantrum in public, take them away from too much attention, without making a fuss. At home an effective technique is simply to leave the room.

Explain to your child that, while you still love them, you have to leave the room because you're getting upset. Never confine them in another room because this denies them the option of coming back and saying sorry.

**My 6 year old boy is very stubborn. Is there anything in my behaviour that I can change to make him change?** Siobhan, Twickenham

Stubbornness is a device to claim your attention, he'll stop if you don't give it. On occasions when you can (not in a supermarket or in the bath) just walk away if he won't comply (out of his sight but where you can see him to make sure he's OK).

1. Stop all the fights, start all the peacemaking. I can almost guarantee his stubbornness will stop if he gets his own, focussed attention. You must give him a minimum of half an hour

every day when you concentrate entirely on him – nothing can interfere – the time and attention are sacrosanct.

2. At the end of the half hour talk about what he'd like to do the next night – and do it.
3. Reinforce with positives not negatives. Keep saying to him *"I LOVE it when you..... do so and so.... say so and so"* and he'll start doing them. In the final analysis he'd rather have your praise than screaming. Start with little things such as

*"I love it when*

*- you get out of the bath without a fuss*

*- put on your pyjamas quickly*

*- get dressed for me*

*- get in the car/buggy straight away."*

He'll glow with pride and blossoming self-esteem.

*Dr Miriam Stoppard has developed a range of 21 developmental toys for baby's first year and beyond with Galt Toys to encourage learning through play.*



**DO YOU HAVE A PARTICULAR DILEMMA YOU WANT ADVICE ON BY OUR LONDON MUMS' EXPERTS OR SIMPLY A QUESTION?**

**Send us a letter to [info@londonmumsmagazine.com](mailto:info@londonmumsmagazine.com) and we will try and respond to all questions.**



# How to help if your child is choking

By Emma Hammett for First Aid for Life

**Choking is extremely common, very frightening, but rarely fatal.**

Babies and young children can choke on anything small enough to fit through a loo roll. To prevent choking, keep small objects out of reach, cut food into very small pieces and always supervise children when eating.

## If a child is choking

- Remain calm and encourage them to cough to clear it themselves.



## Choking: Unable to speak or cry and struggling to breathe

- Perform 5 back blows – Bend the child forward, supporting them on their chest. With the other hand give a firm back blow between the shoulder blades.

## Back blows

- Check to see if the blockage has cleared before repeating.

**If the obstruction hasn't cleared after 5 back blows – Phone 999 and start abdominal thrusts:**

- Stand behind the child and place one hand in a fist under their rib cage. Use the other hand to pull

up and under in a J shaped motion, to dislodge the obstruction. Perform abdominal thrusts up to 5 times, checking each time to see if the obstruction has cleared.

**Anyone who has received abdominal thrusts should be seen by a doctor.**

**Never perform abdominal thrusts on a baby, use chest thrusts instead.**

## Abdominal Thrusts

- Keep going and alternating five back blows and five abdominal thrusts until emergency help arrives.

**If at any point the child becomes unconscious, commence CPR.**

It is strongly advised that you attend a Practical First Aid course to understand what to do in a medical emergency. Please visit [www.firstaidforlife.org.uk](http://www.firstaidforlife.org.uk) or call 0208 675 4036 for more information about our courses.

First Aid for life provides this information for guidance and it is not in any way a substitute for medical advice. First Aid for Life is not responsible or liable for any diagnosis made, or actions taken based on this information.



# MUM & BABY EXPERIENCE IN TUSCANY

"The Mum and Baby experience is fast becoming the ultimate must try break for mums on maternity leave all around Europe and beyond" Ruthie Collins, *Inspirational women magazine*



Spend quality time with your little ones in a child friendly environment while also having a great holiday in stunning Tuscany.



"It was the most relaxing week since becoming a mum, by a long shot"



Relax in Sunny Italy with your baby/toddler and enjoy a yoga and cooking holiday or a family fitness break at Villa Radicata, a beautiful family friendly villa with pool and Lake views.

2 yoga classes per day

Cooking class in the afternoon

Babysitting during classes

Toddler song and cooking classes

Healthy, delicious mainly organic food with wine

Accommodation in beautifully restored villa with pool and stunning views.

Visit to the medieval town of Anghiari and market

Included massage or facial

Airport transfers with recommended flights

plenty of toys, cots, high chairs, baby equipment

**[mum-and-baby-experience.co.uk](http://mum-and-baby-experience.co.uk)  
0778 5571292**

Family friendly Italian villas and apartments for self-catering rentals too – [www.my-italian-holiday-home.com](http://www.my-italian-holiday-home.com)



# World Exclusive! Dr Pierre Dukan:

*'I want to motivate people  
to fight obesity'*



Dr Pierre Dukan was recently in London for the UK launch of a brand new diet plan promising easy, sustainable weight loss without sacrificing your carb fix.

Editor Monica Costa met him and discussed his Dukan Diet 2.

Before meeting Dr Dukan, I was a bit nervous as I am not a fan of diets in general. As an Italian, I like food (especially pasta!) and hate even the idea of being on a diet. So I was not sure what to expect and prepared myself to have a tough interview. But as soon as I met Monsieur Dukan, a very charming French gentleman, the tone of the interview changed. He totally charmed me and at the end of our one hour-long conversation I was ready to try the Dukan plan 2 myself (not even reluctantly).

His plan is very sound and based on universally recognised nutrition principles. There's nothing particularly extravagant, revolutionary and not even controversial in Dr Dukan's plan. A new trend is born now in the USA called Paleo or Caveman diet which frankly is not different from Dr Dukan's approach to basic diet (not including refined and processed food) which has been around for over 15 years now.

**Q:** Being Italian I am very passionate about food and I don't diet. I'd like to discuss the concept behind your old and new plans.

**PD:** The Dukan Diet provides quick results for disciplined people who need to lose a lot of weight i.e. obese or significantly overweight.

The second plan has been modified and split into two models adapted for different audiences, both male and female wishing to lose up to 20kg of weight, looking for a less restrictive, more varied diet that introduces a nutritional and balanced approach to food consumption.

I have improved it and made it more flexible so that people who want and need to lose weight feel more motivated. Patients came to me asking for support to shed the weight and get more motivation to keep the weight down.

40% lost a lot and were motivated but 60% did not want to fight too much as they wanted to lose only a few kilos without struggling.

Dukan Diet 2 is a modified version of The Dukan Diet. It is less restrictive and more varied for people who want to lose up to 20kg of weight, but are not in a rush to do so.

Behind the regime the philosophy is the removal of sugar from the diet. And I have enjoyed your interview with Chef Aldo Zilli (in the Winter issue 2014) who also says that his kids get sugar rush when they go to birthday parties.

**Q:** You mention Professor Robert Lustig who wrote 'Fat Chance' and researched the effect of sugar in children (in America) for over 30 years...

**PD:** I know Professor Lustig personally – he is like a holy man for me. He says that in a world without sugar and white flour there would be no obese and diabetic people.

We have now reached the peak of the amount of sugar we eat in our diet. In our society, we now tend to live 20 years longer. If you are well, it is great to live for so much longer, otherwise, with illnesses and diseases is not really great.

Genetically modified wheat is as dangerous for our health as sugar. I owe you an explanation on what is wrong with modern wheat.

If you pick up corn from a field, its GI (Glycemic Index) is 36; if you take the grains and put it in water its GI is 50; then if you make the flour with it, its GI is 72. And if with that flour you make corn flakes, its GI is 90. The basic product is destroyed in the process and loses its values. After two generations of Americans, they still give the corn flakes to the children and say that it is good and healthy for them. They claim that kids need energy. If they are running, yes it is important but not if they spend all day in front of screens and TV.

The new diet needs to reflect the fact that our lifestyle is more sedentary. But the FDA does not change the percentage of carbohydrate intakes in our diets. 50% of carbohydrates per day is far too much for a modern lifestyle.

Big corporation lobbies say that proteins are bad for you. Not just that! They pay lots of money for advertising to promote the importance of sugar and white flour in children's health but this is all driven by commercial interests.

**Q:** How does your new plan work?

**PD:** In the original plan that I created in 2000, I showed a new approach to weight loss to a varied and large audience. A portion of these new dieters could achieve and maintain their true weight by following my programme, which is designed for everyone who needs to lose a large amount weight and wants quick results right from the start. Some dieters quickly and easily abandoned the method, as it requires discipline and significant changes to their eating habits. It is for these dieters, the ones happy to lose weight more moderately and in need for more flexibility, that I created a new, more diversified diet, the so called Dukan Diet 2.

Although different in method, Dukan Diet 2 respects the original version's philosophy to lose weight healthily and effectively, but enables a larger audience to follow and stick to the programme being less strict and more flexible.

The goal of both methods is still the same: to fight against excess insulin while reducing the consumption of sugar and to facilitate serotonin secretion – the chemical behind well-being and happiness, which helps in the motivation to lose weight.

Within Dukan Diet 2, I have devised the Nutritional Staircase, which is a new programme that consists of seven steps. Each step corresponds to each day of the week.

The unit of measurement is the week itself, where each day is represented as a step. Starting on Monday, where the dieter focuses exclusively on protein-rich foods, each day of the week sees the dieter take a step upward in the direction towards enjoyment by being able to eat more diverse elements as the week progresses. As soon as Tuesday, vegetables are introduced, then fruits on Wednesday, bread on Thursday, cheese on Friday, carbohydrates and starches on Saturday, then finishing on Sunday with a celebration meal and glass of wine or champagne.

Each week, the dieter starts the steps once again from the beginning, Monday to Friday, in order to acquire a habit and mental conditioning essential for long-term weight loss and stabilization.

As such The Nutritional Staircase is ideal for those who:

- have trouble depriving themselves of certain elements for long periods of time
- crave a varied and complete diet
- want to enjoy a Sunday meal where anything is permitted
- follow a programme that is fun and enjoyable with new food groups added daily
- are vegetarian or have trouble eating predominantly animal proteins
- want to lose between 2-3lbs per week safely and healthily.

#### MONDAY – PROTEIN: This is what I call the ATTACK phase

Monday is protein focused with:

- Lean meats, offal, fish, seafood, poultry, eggs, vegetable proteins and low fat dairy products are allowed in unlimited quantities.
- Oat bran (a cereal equivalent) and konjac (a starch equivalent which Italians love because has very low calorie intake) are to replace pasta or rice.
- Minimum 1.5 litres of liquid (water, tea, coffee, infusions and diet drinks).
- 20 minutes physical activity

#### TUESDAY – VEGETABLES

The protein-rich foods from Monday continue into Tuesday but now the follower also includes vegetables in to their diet:

- All vegetables (raw and cooked) are now allowed except starches
- There is no limit to the amount of vegetables the follower is allowed to consume
- Physical activity increases to 30 minutes for the day

#### WEDNESDAY – FRUIT

When the follower gets to Wednesday they are also allowed to add fruit to their protein and vegetable diet:

- Only one fruit to be added
- Any fruit is permitted except bananas, grapes or dried fruits

#### THURSDAY – BREAD

Thursday allows the follower to add bread back in to their diet:

- Limited to two slices of bread per day
- Bread must be whole wheat
- White bread is not allowed

#### FRIDAY – CHEESE

By Friday the follower is allowed to reintroduce cheese to their diet:

- Any cheese can be eaten
- Cheese portions must not exceed 40grams

#### SATURDAY – CARBOHYDRATES

The start of the weekend sees carbohydrates being allowed:

- A full hour of physical activity is required to cope with the change
- Can be broken down in to two 30 minute slots of walking.

#### SUNDAY – CELEBRATION MEAL

By Sunday the follower can celebrate:

- With a three-course meal consisting of any food they want with a glass of wine or champagne
- As with Saturday, one hour of activity (such as walking) is required.
- Normally when you say 'eat as much as you like' people only eat what they need.

This new solution offers the same services as the original diet. A coaching site [www.dukandiet.co.uk](http://www.dukandiet.co.uk) dedicated to the new method and providing daily instructions, exercise videos, recipes and advice for members, as well as an active community.

#### Q: What do you think of the Mediterranean diet?

**PD:** The Mediterranean diet is very balanced but is not suitable for people who are 20 kilos or more overweight. The Mediterranean diet is rich in vegetables and especially good for breastfeeding mothers. Breast milk is filtered blood so you need to produce a lot of it for the baby. The good mother who produces a lot of progesterone feels the 'duty' of eating more to provide for the baby. And it is perfectly ok during the breastfeeding phase.

**Q: Why are celebrities such big fans of your diet? Carole Middleton recommended your plan to her daughter Kate before her wedding. Do you have any anecdotes about other celebrities?**

**PD:** Celebrities receive the best advice and go for what is best for their health. A great follower of my plan and now a good friend of mine is the Queen's cousin. She followed my diet and lost 17 kilos. She was in charge of organising the dinner at William and Kate's wedding. Every time I come to London we have dinner together. She cooks meals with oat bran following my suggestions. We have such a personal connection. And we were born on the same day and year!

#### Q: Have you tried your own plan?

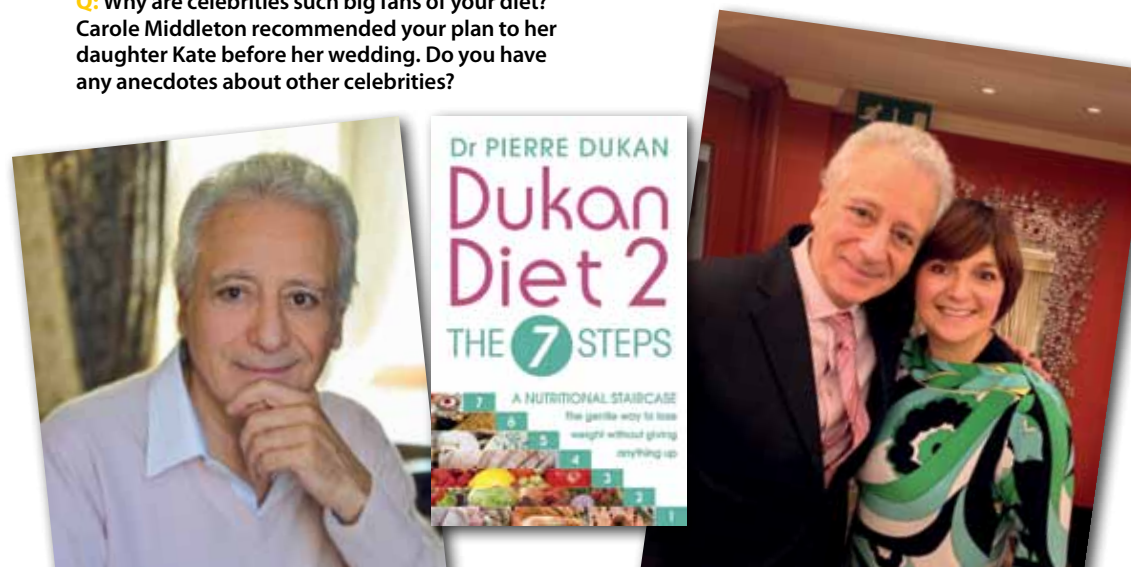
**PD:** My weight has been the same for the past 40 years. I don't need dieting. I love eating and I also like chocolate. However sometimes after Christmas or after indulging in too many celebration meals, I go for one day of only proteins.

#### Q: What about women who need to loose just a few kilos?

**PD:** If you only need to shed a few kilos you can start the plan from day three, Wednesday. Never forget to include oat bran in your diet. That is nutritional and also makes you feel full for longer. You can find it in most shops and supermarkets these days. Before I introduced oat bran in diets over 15 years ago, that was food which was given only to horses. It is also important to remember to always eat some proteins with every meal as our body needs them for the skin, muscles, nails and so on.

Dukan Diet 2, RRP £14.99, is available nationwide.

For more information about Dukan Diet 2 visit [www.dukandiet.co.uk](http://www.dukandiet.co.uk)





# ART & CRAFT TOP PICKS

Best new art and craft products and ideas for kids' activities this Spring



**Twisteez**  
RRP From £1.75  
Available from all  
good toy stores  
[www.revell.de/en](http://www.revell.de/en)



**Sew Fab – Sewing and Style for Young Fashionistas** Book by Lesley Ware  
RRP £12.95 HARDBACK  
[www.laurenceking.com](http://www.laurenceking.com)



**Sensational Sequins**  
**Dazzling Dancers** craft kit  
RRP £9.99  
Galt Toys



**Charmazing Bracelets** Techie  
Craft from Style Me Up  
RRP From £4.99 Plus FREE App  
[www.charmazing.com](http://www.charmazing.com)



The safe comfortable  
way for all babies  
and toddlers to sleep.

**slumbersac**  
Baby Sleeping Bags

**NEW!**  
SLEEPING BAGS  
WITH FEET



Order online & receive  
**10% DISCOUNT**  
on all full price products.  
Promotional Code:  
**LONDONMUMS10**

**FREE**  
UK delivery  
and returns

SEE SITE FOR DETAILS

FOLLOW US  

[WWW.SLUMBERSAC.CO.UK](http://WWW.SLUMBERSAC.CO.UK)

## kobold

**LOOKING FOR A GREAT, NEW, FLEXIBLE WAY TO EARN MONEY WHILE WORKING FOR A GLOBAL HOUSEHOLD BRAND?**

**VORWERK ARE RECRUITING SALES DEMONSTRATORS IN YOUR AREA.**

We sell half a million units globally every year and you could be part of this success story. Our 'at-home' party plan model fits around your busy lifestyle with flexible working hours.

### BENEFITS INCLUDE

- No set-up costs
- Flexible hours
- Excellent opportunities to earn
- Free progression training.

### WHAT'S INVOLVED?

- Promote Vorwerk's Kobold VK150 homecare system using an 'at-home' party plan sales model
- Present to small groups of up to four people in their own home
- Set your own sales targets.

### FIND OUT MORE

Contact David Clare,  
Leatherhead Branch  
T: 07979 913465  
E: [david.clare@vorwerk.co.uk](mailto:david.clare@vorwerk.co.uk)  
W: [yourvorwerk.co.uk](http://yourvorwerk.co.uk)



**VORWERK**



# SPRING FUN TOP PICKS

Brighten up this season with great gifts, goodies, toys & gadgets – here are our favourites this Spring...



**My Doodles KitSound Owl Kids Dock** RRP £69  
Available from Amazon and Very.com

**SpongeBob SquarePants® Kimble** SRP £15.99  
[www.amazon.co.uk](http://www.amazon.co.uk)  
©2015 Viacom International Inc. All Rights Reserved. Nickelodeon, SpongeBob SquarePants and all related titles, logos and characters are trademarks of Viacom International Inc.



**Noodle Kids** RRP £15.99  
Published by Quarry Books  
[www.quarrybooks.com](http://www.quarrybooks.com)



**Astronaut Spacepack Superpower Water Hose**  
RRP £14.99  
Space Kids [www.spacekids.co.uk](http://www.spacekids.co.uk)

**100 Family Adventures**  
RRP £14.99  
Published by Frances Lincoln  
[www.franceslincoln.com](http://www.franceslincoln.com)



**Playmobil Easter Egg Boy with Children's Tractor** RRP £6.99  
[www.playmobil.co.uk](http://www.playmobil.co.uk)



**RingStix**  
RRP £15.00  
Available from Amazon



**RIBBIT** is out on DVD RRP from £10  
3-D Blu-ray RRP from £13  
In shops 30th March



**Mixed Chicks Spring Bands**  
RRP £3.99  
[www.mixedchicks.net](http://www.mixedchicks.net)



**Balanstix**  
RRP £14.49  
Available from Amazon



**Playmobil Easter Egg Princess with Vanity Station** RRP £6.99  
[www.playmobil.co.uk](http://www.playmobil.co.uk)





# DIETS *ALONE* DON'T WORK

*LighterLife  
does*

*Diet after diet I was  
still the big mum at  
the school gates*



2013

**Find out how:**

**LighterLife Moorgate**

**Tel:** 0800 2 988 988

**Visit:** [lighterlife.com/Moorgate](http://lighterlife.com/Moorgate)

**LighterLife Cannon Street**

**Tel:** 0800 2 988 988

**Visit:** [lighterlife.com/CannonStreet](http://lighterlife.com/CannonStreet)



I LOST  
**5st 13lb**  
IN 5 MONTHS

Maintaining  
for 9 months

*Sian*

  
**LighterLife®**  
Change your thinking