

# Kimochis™

toys with feelings inside



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## **KIMOCHI (KEY.MO.CHEE) MEANS “FEELING” IN JAPANESE.**

And Kimochis™ are what come inside each character! Kimochis™ are small pillows with a feeling (happy, sad, silly, brave...) printed on one side, and a corresponding facial expression on the other.

Each Kimochis™ plush character comes with a set of three feelings and a How-To Kimochis™ *Feel Guide*. The characters also have a special pocket where kids can store their “Kimochis™”—or feelings. Using the characters and their Kimochis™, kids can get in touch with their emotions through puppetry and play. And the accompanying *Feel Guide* introduces the fun and quirky personalities of each character that everyone can identify with!

**KIMOCHI CLOUD** is a bit moody and unpredictable. He can be happy or sad just by turning his head! His favorite number is 9, his favorite color is gray, and he loves butterscotch pudding and green tea.

**KIMOCHI BUG** is a caterpillar who is afraid of change. He is thoughtful, cautious and has secret dreams of flying! Bug lives in a Manzanita tree and plays the mandolin.

**KIMOCHI HUGGTOPUS** is all smiles and giggles. She is very affectionate and strong and sometimes gets a little carried away by her big friendly personality. She always means well, but has to learn about boundaries. Huggs' favorite number is 8 and she has a special fondness for bubblegum.

**NEW September 2009!**

**KIMOCHI CAT** knows what she wants, when she wants it and why. Cat can be very persuasive and sometimes she's a bit bossy. Cat's bossiness can lead to a confrontation, or “cat fight” occasionally and feelings sometimes get hurt on Kimochi Way. That's why Cat comes with 5 bandages to help heal hurt feelings.

The *Feel Guide* also includes fun, easy lessons and activities developed by nationally renowned child communication and Kimochi Kindness expert, Ellen Pritchard Dodge, M.Ed. CCC-SLP.

“We all know that knowledge is important,” says Ellen, “but if you don’t have an effective way to communicate your knowledge, you can’t work well with people, you can’t manage upsetting emotions, you will have more difficulties in life. Getting back to the basics by playing and communicating with Kimochis™ is a simple, yet powerful way to teach children how to: be aware of feelings, choose how to communicate in Ki-motional moments, and redo mistakes. This is The Kimochi Way.”

Dr. Daniel Goleman’s 1995 book *Emotional Intelligence* helped the world become aware that EQ (Emotion Quotient) can actually be more important than IQ. Emotional Intelligence (what we like to call Ki-motional Intelligence!) is the ability to manage emotions in a healthy and productive manner. The Kimochis™ *Feel Guide* and website ([www.kimochis.com](http://www.kimochis.com)) give parents and teachers advice on how to connect with their children and help them develop a stronger EQ.

“There are very specific moments in one’s life when an event can change and trigger different ways you look at the world,” says founder Nina Rappaport-Rowan. “For me, the moment that really stuck like glue was the horrible Columbine High School incident. To this day I am haunted by the idea that something like this could have happened. It made me dig deep and question why? What is missing? What are we not doing right with our children that they can be so disconnected and so self destructive?” This was the inspiration that drove Nina to create the Kimochis™. “The goal is to get parents and kids talking to each other,” says Nina. “The company’s mission is to create original children’s products and animated family entertainment. We want to create compelling stories and loveable characters that will build confidence and self-esteem in our children and serve to strengthen parent-child connections.”

As the world becomes more and more interconnected, now is the right time to invest in the emotional intelligence of our children. Thankfully there is a growing movement to bring character education into the national school curriculum. With endearing characters that anyone can relate to, Kimochis™ is committed to character-building education and to becoming a big part of this positive social change.

**For more information, please contact us at [kimochime@kimochis.com](mailto:kimochime@kimochis.com) or 415.454.4600.**



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