



BABY ALIVE 2018 PRODUCT DESCRIPTIONS

Hasbro's BABY ALIVE brand delivers magical baby moments, allowing little ones to care for their dolls like a real mommy or daddy! In 2018, BABY ALIVE offers nurturing play for little ones through exciting, new magical moments from birthday celebrations to mix and match dress-up fun to milestone moments like potty time! Kids will love to experience new interactive moments with BABY ALIVE REAL AS CAN BE BABY doll, the most expressive BABY ALIVE doll to date, with amazing lifelike responses including expressions, sounds and movements bringing the real-life play to little ones.

New BABY ALIVE products for Spring 2018 include:

BABY ALIVE SWEET SPOONFULS BABY Doll

(Ages 3 years & up/Approx. Retail Price: 24.99/Available: Spring 2018)

BABY ALIVE SWEET SPOONFULS BABY doll is an adorable baby doll with a big appetite! Kids can enjoy playing mommy or daddy during mealtime by preparing baby's food. When it's time to eat, add the powdered doll food package and water into the included blender and turn the handle to mix it together. Feed BABY ALIVE SWEET SPOONFULS BABY doll with the spoon or give baby a bottle and watch as baby really eats! After mealtime, check the baby's diaper to see if it's time for a diaper change! BABY ALIVE SWEET SPOONFULS BABY doll comes with removable outfit, blender, spoon, bottle, two food packets, two diapers and a comb. Available in four girl hair colors and hair types and three boy hair colors and hair types. Each sold separately. Additional diapers sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

BABY ALIVE CUPCAKE BIRTHDAY BABY Doll

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Spring 2018)

Celebrate this little one's special day with the BABY ALIVE CUPCAKE BIRTHDAY BABY doll! This adorable doll comes dressed in her festive, party outfit complete with a sparkly tiara. Send out invitations to invite friends to the party and wrap her gift by putting the teddy bear in the box. Prepare the cupcake for the party by choosing a festive cake topper. BABY ALIVE CUPCAKE BIRTHDAY BABY doll's favorite part of her party is blowing out her birthday candle! Kids can help her make a special wish for her birthday candle and watch as it goes out! BABY ALIVE CUPCAKE BIRTHDAY BABY doll comes with party dress, tiara, two invitations, cupcake with two removable cupcake toppers, gift box and toy bear. Available in three hair colors and hair types. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

BABY ALIVE LIL' SIPS BABY Doll

(Ages 3 years & up/Approx. Retail Price: \$14.99/Available: Spring 2018)

Give your little one the fun of a real baby with the BABY ALIVE LIL' SIPS BABY doll! This baby doll drinks and wets like a real baby! Just feed her a drink of water from her bottle then check her for a wet diaper. After a change, she's ready to cuddle! Children will love to feed her, change her and take care of her! BABY ALIVE LIL' SIPS BABY doll includes a removable dress, bottle, and diaper. Available in three hair colors and hair types. Each sold separately. Additional diapers sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

BABY ALIVE LOVE MY BLANKIE BABY Doll

(Ages 12 months & up/Approx. Retail Price: \$9.99/Available: Spring 2018)

Kids will have a new friend to cuddle with the BABY ALIVE LOVE MY BLANKIE BABY doll. These sweet, plush baby dolls make getting ready for bedtime fun and easy! When baby gets sleepy, little ones can get their baby ready for bed by folding in the doll's arms and legs into their attached blankie. When it's time to wake up and play, little ones can easily untuck BABY ALIVE LOVE MY BLANKIE BABY doll by unfolding her tucked in arms and legs. Available in three hair colors and hair types. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

BABY ALIVE POWDERED DOLL FOOD REFILL Pack

(Ages 3 years & up/Approx. Retail Price: \$6.99/Available: Spring 2018)

Keep the feeding fun going and create more yummy snacks with the BABY ALIVE POWDERED DOLL FOOD REFILL pack. Simply mix packets with water and they are ready to be fed to your baby! Pack includes four broccoli and four pear powdered doll food packets and a spoon. The BABY ALIVE POWDERED DOLL FOOD REFILL pack is only compatible with powdered doll food eating dolls. Available at most major toy retailers nationwide and on HasbroToyShop.com.

New BABY ALIVE products for Fall 2018 include:

BABY ALIVE REAL AS CAN BE BABY Doll

(Ages 3 years & up/Approx. Retail Price: \$99.99/Available: Fall 2018)

Little ones will love to nurture and care for BABY ALIVE REAL AS CAN BE BABY doll, the most expressive BABY ALIVE doll to date. She responds to mommy or daddy's voice and touch, just like a real baby. When you talk to baby, she'll turn her head toward your voice and babble back or tickle her feet and listen to her adorable little laugh! If BABY ALIVE REAL AS CAN BE BABY doll gets fussy, calm her with her bottle or pacifier or pretend to check her diaper to see if she needs a change! When it's time for a nap, rock her to sleep and snuggle together. With more than 80 realistic sounds, movements, and expressions, kids will have endless fun with BABY ALIVE REAL AS CAN BE BABY doll. Doll includes removable sleeper, hat, bib, bottle with disappearing milk, pacifier and swaddle blanket. Available in three hair colors and hair types. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

BABY ALIVE POTTY DANCE BABY Doll

(Ages 3 years & up/Approx. Retail Price: \$49.99/Available: Fall 2018)

Little ones will enjoy playing mommy or daddy with the BABY ALIVE POTTY DANCE BABY doll. After baby drinks from her water bottle, she does a potty dance to let mommy or daddy know she's gotta go! Once she starts dancing, place BABY ALIVE POTTY DANCE BABY doll on the potty so she can tinkle! When she's all done, pretend to wash her hands with the included soap bottle and add a sticker onto her reward chart for a job well done! Kids can also brush and style baby's hair with the included comb. BABY ALIVE POTTY DANCE BABY doll says over 50 phrases and sounds and is bilingual – she speaks in English and Spanish! With a switch on her back, kids can choose whether the BABY ALIVE POTTY DANCE BABY doll is in "Mommy" or "Daddy" play mode. Doll comes with removable outfit, big girl underwear, potty, pretend soap bottle, water bottle, comb, reward chart and sticker sheet. Available in three hair colors and hair types. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

BABY ALIVE ONCE UPON A BABY: FOREST TALES BABY Doll

(Ages 3 years & up/Approx. Retail Price: \$59.99/Available: Fall 2018)

Once upon a time, there was an adorable baby doll who lived in the forest among her magical friends! The BABY ALIVE ONCE UPON A BABY: FOREST TALES BABY dolls were discovered in the forest by special animals who took them into their home until their new mommy or daddy came along. Each doll has their own unique story included in their picture book. Use the key to unlock their special fairy tale! Little ones will love to care for and nurture their new magical baby doll. BABY ALIVE ONCE UPON A BABY: FOREST TALES BABY doll drinks her bottles and wets just like a real baby! Listen as she makes sweet sounds when you feed her a bottle or give her a hug. Each doll comes with removable outfits, shoes, cape, two diapers, plush animal friend, sippy cup, comb, pacifier, unique story book and key necklace used to unlock the story. Additional diapers sold separately. Available in three hair colors and hair types. Each sold separately. Available at Wal-Mart and Wal-Mart.com.

BABY ALIVE SO MANY STYLES BABY Doll

(Ages 3 years & up/Approx. Retail Price: \$39.99/Available: Fall 2018)

BABY ALIVE SO MANY STYLES BABY doll has a style all her own, no matter the weather, rain or shine! This adorable baby doll comes with two full outfits and lots of accessories, whether it's wearing her raincoat and boots for a gloomy day or her cute sunglasses for some fun in the sun! Kids can customize her look for each day with the included style stick-ons or mix and match her outfit pieces. BABY ALIVE SO MANY STYLES BABY doll drinks from her bottle and wets, just like a real baby! Change her diaper when she's wet using the included diaper. Kids will love dressing, changing, and snuggling with

BABY ALIVE SO MANY STYLES BABY doll all day long! Includes removable outfit, skirt, jacket, shoes, boots, 2 diapers, sunglasses, comb, bottle and 16 style stick-ons. Additional diapers sold separately. Available in three hair colors and hair types. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

BABY ALIVE SNACKIN' TREATS BABY Doll

(Ages 3 years & up/Approx. Retail Price: \$29.99/Available: Fall 2018)

Kids will love to bake up a delicious snack for the BABY ALIVE SNACKIN' TREATS BABY doll. Mommy or daddy can prepare snacks with the included solid doll food then "bake" it in the oven. Hear a ding? That means baby's snacks are done and ready to eat! After eating her yummy food, check baby's diaper to see if she "pooped" and needs a diaper change. Kids can enjoy combing and styling baby's beautiful, rooted hair and her posable arms make her ready to snuggle at the end of the day. BABY ALIVE SNACKIN' TREATS BABY doll comes with removable outfit, oven, snack tray, spatula with measuring scoop, two containers of reusable doll food, diaper and a comb. Additional diapers sold separately. Available in three hair colors and hair types. Each sold separately. Available at most major toy retailers nationwide and on HasbroToyShop.com.

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