

Mary Ann LoFrumento, M.D., F.A.A.P.



Has the overwhelming amount of childcare and parenting information out there left you feeling anxious & confused?

For today's parents it's
Dr. Mary Ann to the Rescue!



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Dr. LoFrumento is an accomplished pediatrician with more than two decades of experience caring for children, guiding parents and educating new doctors in pediatric medicine. She is a regular contributor to magazines and newspapers including, *Parenting*, *Parents*, *American Baby*, *Redbook*, *Woman's Day*, and *Girls Life* She also contributes to many online sites such as *Babytalk.com* and *BabyCenter.com* and has spoken on all aspects of childcare and parenting at corporations, hospitals and day care centers.

While appearing on numerous radio and cable television shows, she also serves as the parenting expert for the COMCAST network, appearing regularly on "Your Morning on CN8". She will be appearing in 2007 as a pediatric expert on "Surviving Motherhood" for The Learning Channel and has appeared on the Montel Williams Show. In addition to her many appearances, she is also the medical contributor and producer for AlphaMomTV and serves as an Advisory Board Member for BabyFirst TV.

In 2003, she launched *Simply Parenting*, a book and DVD series designed to bring parenting back to basics for new and anxious parents. "Dr. Mary Ann" has authored two books and produced the first two DVDs in the series. In 2007, *Simply Parenting* became a 13 part video on demand series for the AlphaMomTV cable network, BabyTV.com (part of Baby Universe), and BabyFirst TV.

Born and raised in New York City, she attended Barnard College and the University of Pennsylvania where she received her medical degree. After her pediatric residency at Babies Hospital, Columbia Presbyterian, she started Franklin Pediatrics, in Morristown, New Jersey where for 17 years, she was the managing partner with one of the largest pediatric groups in the state. She is currently an Attending Physician at the Goryeb Children's Hospital in Morristown, NJ. Among her numerous accolades are the selection by her peers as one of the *Best Doctors in America* and inclusion in the authoritative Castle Connolly Medical Ltd.'s *Top Doctors* in the New York Metro Area.

She currently resides in New Jersey with her husband and teenage daughter.



Dr. Mary Ann LoFrumento to the rescue!

For today parents, life can be difficult and challenging, and yes, sometimes, you may make the wrong decision when it comes to raising your little one. But guess what? If you use a little bit of common sense and a lot of love, chances are he'll turn out just fine.

Today's parents put far too much pressure on themselves in an effort to be the perfect parent and raise the perfect child. An overwhelming amount of often contradictory information from books, magazines, web sites, advertisers and even well meaning relatives and neighbors intensifies the problem. What's a new parent to do?

The celebrated pediatrician and mother herself, Dr. Mary Ann, 'rescues' Generation Y and ends the confusion and anxiety new parents experience with *Simply Parenting*, a down-to-earth series of books, DVDs, and common sense advice on her website where the theme is **bringing child care back to basics**. Her parenting talks are filled with humor and common sense advice for struggling or anxious parents.

She focuses on what parents really **need to know** about common concerns and problems and then provides practical advice on how to address them.



Dr. Mary Ann LoFrumento
Creator of *Simply Parenting*

Some recent talks and articles by Dr. Mary Ann:

From High Chair to High School –

Raising a Responsible Child

Set the Table, Set the Limits –

Preventing obesity in children

Sleep Advice for All Ages

Sniffles & Sneezes –

Surviving the cold and flu season

The Truth About Immunizations

The Five Myths of Motherhood

What do Babies See and Hear?

Some of My Favorite People Were Once

Toddlers-

Understanding the Challenges of Toddlerhood

The Magical Age- Enjoying the preschool years

Who's In Charge? –

Getting your parenting back on track

Parenting Teens Successfully

Sex & the Average Tween

For speaking availability for your company, please contact Tammy Murray at
tammy@simplyparenting.com.



About the Books and DVDs

There is no shortage of how-to/advice books for new parents but this combo book/DVD set from Halo Productions is among the best you will find. Very clearly written and easy to read, both the book and the DVD are chock full of information that you will need and use. The DVD ties in nicely with the book and vice a versa with parents giving high marks to the production techniques used on the DVD. Whether you are planning ahead, on your way to Lamaze class, or looking for the perfect gift for a baby shower, this support set is an idea we highly recommend.

The National Parenting Center Seal of Approval 2005

“The first rule of any good parenting book is to make sure that the information being put out there is very easy to read, understand and absorb. Dr. LoFrumento has done just that with a very helpful book that you will want to have nearby as your baby enters toddlerhood. Covering many of the areas you need to know when raising a toddler, there are good examples of behaviors that occur most frequently. There is a back-up DVD which is also full of good suggestions and solutions.”

The National Parenting Center Seal of Approval 2005

“Dr. LoFrumento has done a superb job at integrating a multimedia approach to the education of parents and I believe will add immeasurably to parent’s ability to know more about their children and be more effective in their parenting skills. It is my pleasure to endorse such an important approach to parent education.”

Steven P. Shelov, MD, MS
Chairman, Dept of Pediatrics, Infants & Children’s Hospital
of Brooklyn, Professor of Pediatrics, Mount Sinai School of
Medicine, Editor-in-Chief, American Academy of Pediatrics
Books – *Caring for Your Baby and Young Child: Birth to Age
5* and *Your Baby’s First Year*

“Move over Dr. Spock, make room for Dr. Mary Ann LoFrumento. She has written a wonderfully educational book with incredible attention to detail, all in an easy to follow format.”...“I eagerly look forward to recommending this book and DVD to my patients. I am 100% confident that it will be an invaluable resource to anyone raising children today.”

Richard Lander, MD, FAAP
President of NJ Chapter American Academy of Pediatrics
Pediatrician, Essex-Morris Pediatric Group, NJ



"In the labyrinthine world of childcare books, Dr. LoFrumento's "Simply Parenting" series will be a welcome multimedia guide for busy parents. The books are easy to read, well-organized, and concise. Each section deals with common questions and problems facing new parents and parents who may have forgotten some of their earlier skills. The enclosed DVD provides a multimedia experience that enhances the text and is quite enjoyable. Many parents will find themselves continually referencing the excellent and concise advice offered by Dr. LoFrumento. This book series is a valuable adjunct to any parent's library"

Joseph Lopreiato, MD,MPH CAPT Medical Corps, United States Navy Uniformed Services University of the Health Sciences.

"A few nights ago I sat down to look at the DVD for the Infant book, thinking I would just sample it to go with the book. Well, I watched the whole thing! It is so artfully and skillfully done that I was drawn in completely.

I think one of the things I like best about both *Understanding Your Newborn & Infant* and *Understanding Your Toddler* is the clarity in both the content and organization of the books. As we know, new parents are barraged with baby information, as well as their own feelings of confusion and anxiety about 'doing it right'. These books are wonderful references for a parent to find information about a specific topic, or to just read through one of them during the baby's nap!

As an Infant Mental Health practitioner, I especially appreciated the way Dr. LoFrumento speaks about emotions, especially toddler emotions, and how to respond to them for parents. A real accomplishment is the way the infant or toddlers emotional life is integrated with the other aspects of development in these books.

Margaret Tulley, MSW, LCSW
Clinical Director, Infants in Foster Care Project
University of Colorado Health Sciences Center
Kempe Children's Center

"Understanding Your Newborn & Infant" covers the care and development of children from newborn to 1 year of age. (Understanding Your Toddler) goes from 12 to 24 months old. Each is organized around the visits a child would be expected to make to the doctor. The books are written in clear, basic language and illustrated on the DVD, which shows parents what to expect. What readers should take from the book: "My main message is I want to act as a filter for parents. They're overwhelmed with information and so worried about making a mistake. I say, 'Trust your instincts. Get back to the joy of raising children.'"

Patricia C. Turner Review Newark Star Ledger July 7 2005



About the Talks

“Thanks for being one of our speakers at the annual Women’s Health Day at Morristown Memorial Hospital. Your talk “From High Chair to High School: Raising a Responsible Child,” was given 100% excellent ratings on the evaluation form. Your talk used excellent age appropriate examples. The talk was upbeat with lots of practical advice. Everyone left feeling very positive about their ability as parents. Again, thank you so very much. Your time and expertise were sincerely appreciated.”

Linda Le Compte, MA, RN Community Health

We were honored to have Dr. Mary Ann Lofrumento speak at the annual international conference for Postpartum Support International. As a Pediatrician, Dr. Lofrumento has been one of the first in her field to speak out on Postpartum Depression. Her talk was not only based on evidence based research and up-to-date information, she spoke with humor and from her own heart.

Alexis E. Menken, Ph.D.
Clinical Psychologist, NJ Coordinator/PR Chairperson,
Postpartum Support International

Dr. Mary Ann helped us celebrate the opening of the New Maternity Center at Morristown Memorial Hospital. Her talk "Some of My Favorite People Were Once Toddlers" received excellent reviews from an audience of new parents. She has a way of giving practical advice in a funny and heart-warming way. It's always a pleasure to work with Dr. Mary Ann.

Maryann M. Walsh, MPH, CHES
Coordinator of Pediatric and Adolescent Health Education
Atlantic Health



"My husband and I just love the *Simply Parenting* books. They are a great source of information and they answer many questions we have as parents. The DVD's are simple and easy to use and give you a wonderful understanding of your child's development."

Angie

Mother of a nine-month-old & a four-year old

"We loved the *Simply Parenting* book on toddlers. It was easy to read and definitely helped us recognize what was really important. The DVD helped us know what we should look for in our twins development and also gave us good ideas about activities we could do with them. Of all the books we had on childcare, this series was the most helpful."

Susan

Mother of twin toddlers and a four-year old

What made me decide to buy *Understanding Your Newborn & Infant* was that I noticed that it was written by a pediatrician. The pictures in the book, its style and the accompanying DVD agreed with me. "It's a little more contemporary than Dr. Spock's. I really like it and have purchased copies for all of my expecting friends. It's about time there was something out there for today's moms.

Angela T. Mother of a four month old

I kept *Understanding Your Newborn & Infant* by my bed and read it cover to cover. It was my baby bible.

Julie- Mother of twins and a toddler

"My sister-in-law introduced me to the *Simply Parenting* series. She gave us the first book which came with a free DVD. When my son arrived, I read each section and it explained step by step exactly what I needed to know. It is the best resource I have and I keep it by my bed for easy reference."

Marie, mother of newborn



★★★★★ Simply wonderful, May 21, 2006

Reviewer: Kim Burlingham "rural pediatrician" (East Texas)

This is the information that I want the parents of my patients to have! Dr LoFrumento has achieved her goal in creating a very useful tool for new parents- no gimmicks- just plain old medically sound up-to-date information. I wish I could afford to give a copy to each newborn that I see in my practice! I do know it will be part of my "signature" baby shower gift basket!

★★★★★ A must have for all new parents!, May 14, 2005

Reviewer: Tammy S. Feichtel (Bath, PA) -

As a first time parent I was absolutely clueless as what to expect with the birth of my son. My husband and I felt overwhelmed with the information thrown at us at the hospital regarding his care. Simply Parenting helped us get through the tough weeks in the beginning by answering our questions and calming our fears. This book is easy to read and provides the information that you really need to know regarding your child. The DVD is quite entertaining and informative. Now that our son is 3 months old we use the Simply Parenting book and DVD so that we know what to expect in the upcoming months. I definitely recommend this book to all new parents. It's a lifesaver!!!

My best friend is expecting her first child in October and I can't think of any better gift than Simply Parenting.

★★★★★ The Only Book You Need, February 15, 2005

Reviewer: E. Field "Lulu's Mom" (NJ) -

I am the proud Mom of a 5-month-old baby girl. When we first brought her home from the hospital, we, like most new parents, had so many unanswered questions and turned to the "experts" for guidance. After just a few weeks, my husband and I found ourselves so confused and overwhelmed by all of the conflicting opinions and information that we decided to pack up all of the parenting books EXCEPT for Simply Parenting and listen to that voice alone. Dr. MaryAnn is clear, easy-to-understand and just spot on. An indispensable resource for any parent!



REDBOOK

Woman's Day

What really matters to moms
Parenting

Parents.com

baby baby

babytalk

 **cmch**

Council on Contemporary Families



MONTEL

WHEN IT COMES TO PARENTING, THERE'S ONLY ONE
PARENTGUIDE

BABYZONE

BabyCenter

Aa
mom
Alpha Mom


BabyFirstTV

YOUR CHILD
YOUR LIFE MAGAZINE

cn8 THE COMCAST NETWORK

TLC
live and learn



Year	Publication	Topic/Title	Issue Date	Interviewer
BY LINES				
2007	American Baby	Your Guide to Baby's Vision & Hearing	Feb-07	Dr. Mary Ann LoFrumento
2006	American Baby	Baby's First Cold and Flu Season	Oct-06	Dr. Mary Ann LoFrumento
2006	Parent Guide News	Sniffles & Sneezes-Getting through the Winter	Jan-06	Dr. Mary Ann LoFrumento
2006	Your Life Magazine	Spring Holiday Safety	Mar-06	Dr. Mary Ann LoFrumento
2006	Your Life Magazine	Gender Identity	Mar-06	Dr. Mary Ann LoFrumento
2006	Your Life Magazine	SIDS Prevention - Let's Make it Simple	Jan-06	Dr. Mary Ann LoFrumento
2006	Your Life Magazine	Sore Throats	Jan-06	Dr. Mary Ann LoFrumento
2005	NJ Suburban Parent	Are We There Yet?	Jun-05	Dr. Mary Ann LoFrumento
2005	National Healthy Mothers/Babies Coalition	Sun Protection for Infants and Children	Jun-05	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	Hot Illnesses of Summer	Jul-05	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	Sun Protection	Aug-05	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	Media and Children	Aug-05	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	Common Cold & OTC Meds	Sep-05	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	Sex and the common TWEEN	Sep-05	
2005	Your Life Magazine	Fall Allergies	Oct-05	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	Obesity	Oct	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	Post Partum Depression	Nov-05	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	Tinsel & Toddlers	Dec-05	Dr. Mary Ann LoFrumento
2005	Your Life Magazine	The Flu	Dec-05	Dr. Mary Ann LoFrumento
2004	Your Life Magazine	Monthly Column	Monthly	Dr. Mary Ann LoFrumento
2004	A Daily Record	Tinsel and Toddlers - How to Childproof Your Home for the Holidays	Dec-04	Dr. Mary Ann LoFrumento
2004	Daily Record	Tis the Season to Catch the Flu	Jan-04	Dr. Mary Ann LoFrumento
2004	Mom's Club Business Corner	Toddler Tips from Dr. LoFrumento		Dr. Mary Ann LoFrumento



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INTERVIEWS				
2007	Parenting Magazine, AOL Parenting	Not My Name Games	Mar-07	Margarette Burnette
2007	Parents Magazine	Bless This Mess	Apr-07	Carol Sjostrom Miller
2006	Toy Directory Monthly	Genius By Age 5, Heart Attack by Age 10 - Push for Kindergarten Readiness Has Toy Industry Talking	Jan-06	Vanessa VanderZanden
2006	NY Metro Parents.com, Parent World, Big Apple Parent	Bring Up Baby: Cuddling vs. Coddling...Secure vs. Spoiled	Jun-06	Myrna Beth Haskell
2006	Baby Talk Magazine	Napping from A to ZZZ	Oct-06	Mindy Berry
2006	Scholastic	Your Easy Guide To Stopping Classroom Bugs	Sep-06	Margie Gelbwasser
2006	Girl's Life	Skinny Me	Aug-06	Kristen Kemp
2006	Toddlers Today, iparenting.com	Up, Up and Away! - Dealing with Climbing Toddlers	Sep-06	Jennifer Dawn Hans
2006	Baby Zone	What's Up With Spit Up?	2006	Brenda Stokes
2006	Psychology Today	Healthy Eating Gets and Early Start	Sep-06	Brandon Keim
2006	Parents Magazine	The Wonders of One "He Thinks Your Hilarious"	Sep-06	Allison Winn Scotch
2005	RedBook	The A to Z Guide to Your Child's Health	Oct-05	Winnie Yu Scherer
2005	Newark Star Ledger	Under pressure: It's hard being a perfect mom; some have stopped trying	May-05	Peggy O'Crowley
2005	Baby Center	Big Story: The Best Sleep Advice You've Never Heard	Sep-05	Catherine Guthrie
2005	Parents & Parents.com	Life with Lovey - Has your 1-year-old started dragging around a favorite blanket or stuffed animal? There's a reason toddlers crave comfort objects.	Sep-05	Carol Sjostrom Miller
2005	Mom's Club Business Corner	Doctor's Advice on Infant Issues		
2004	Parents Magazine	Best Baby Advice You Really Need	Jul-04	Gary Drevitch

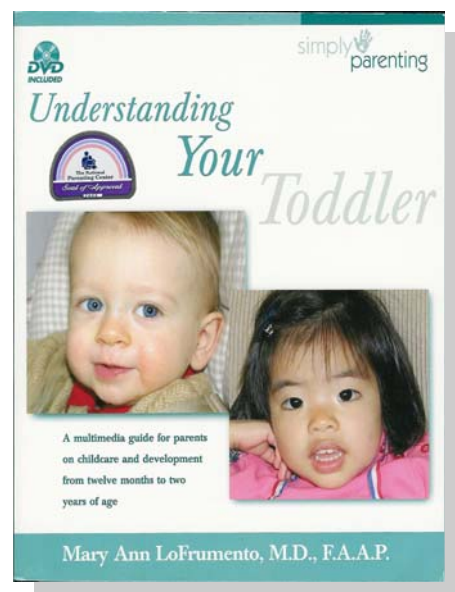
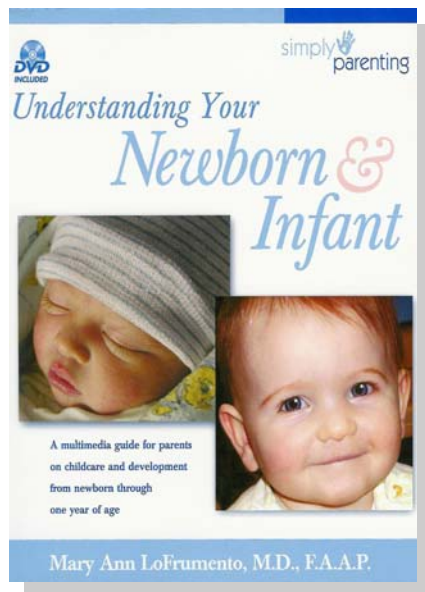


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REVIEWS				
2005	Family Energy	iParenting Media Awards	2005	review
2005	Newark Star Ledger	Doc Has Basic Message on Caring for Children	Sep-05	review
2004	Daily Record Plus	Parenting Series by Chatham Doctor goes to DVD - Mothers Helper		review
2004	Plus Morristown	Modern Parenting Put Into Writing		review
2004	Morris News Bee	What's Happening - "Simply Parenting" handles common problems		review



Simply Parenting – Understanding Your Newborn and Infant and *Understanding Your Toddler* have won several awards including The National Parenting Center's Seal of Approval for 2005 and the Family Choice Awards 2005. In addition the DVDs have won the iparenting media award in excellence. Dr. Mary Ann hopes to complete the next book in the series *Understanding Your Preschool Child* in 2008.

The books and DVD's are available on line at www.simplyparenting.com as well as all on-line retailers such as www.amazon.com.



To purchase books, please contact sales@simplyparenting.com or call 815-462-3826

