

# IT'S MORE THAN JUST A TOY.



**MightyMind® is one of the top five essential toys.**  
**At first glance, it looks like just a box of shapes and puzzle cards, but don't be fooled.**

**"MightyMind is the only toy activity in the entire world that actually teaches kids how to build and solve puzzles."**

**Every child in the world has to learn how to build and solve puzzles, because it's the first step to building essential thinking skills.**

MightyMind is more than a toy. It's a scientifically developed program that was created way back in 1978, based on the research and work of the Harvard behaviorist B.F. Skinner. It's an intricate linear program comprised of 30 steps (puzzles), that are precisely arranged in a numerical sequence that's disguised as a captivating play activity. It starts off simple enough for a 3 year old and within just 30 connected steps, a child develops

enough skills to solve puzzles that many adults would have to ponder.

For a detailed explanation of how MightyMind works, please go to



[www.mightymind.com](http://www.mightymind.com)  
**WATCH THE VIDEO**

**Kids get glued to it, because it generates a feeling of success and it builds a child's confidence and self-esteem.**

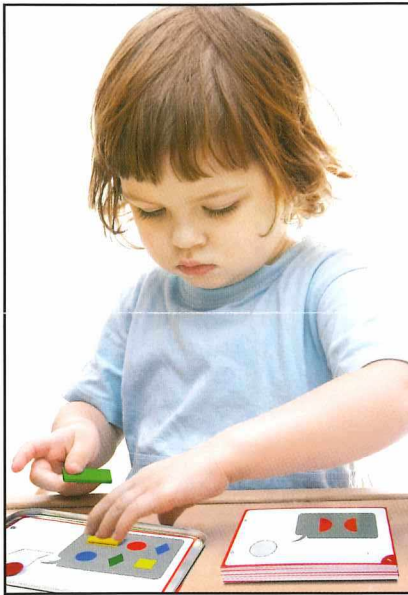


**MightyMind®**  
**EVERY CHILD NEEDS ONE.**

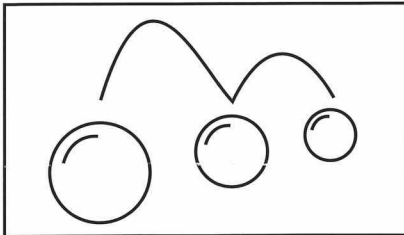


# WHAT MAKES A TOY ESSENTIAL?

**1. It must be entertaining so a child will continuously play with it.**



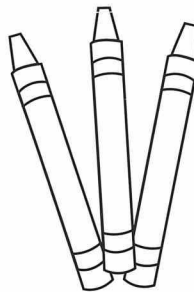
A toy that doesn't captivate, stimulate and entertain is basically a waste of money. Some of the simplest toys like an inexpensive rubber ball provide hours of valuable fun and enormous benefits.



We have applied the concept of "a little challenge and a big reward" to develop toys that captivate a child's imagination.

**2. It must be gratifying and build a child's confidence and self-esteem.**

Essential toys feel good. They inspire children and build confidence. Simple crayons and a coloring book allow kids to demonstrate their ability and creativity. Four happy words: "Look what I made!" confirm confidence and self-esteem.



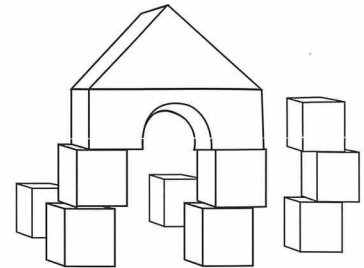
The basic concept that makes MightyMind® a unique confidence building play activity is it's chain linked connected puzzle structure. It follows the concept of linear programming that was developed by the Harvard behaviorist B.F. Skinner. Recognizing that every child has individual differences, MightyMind adjusts to each child by presenting a

series of challenges through play that build a child's critical analytical thinking skills.



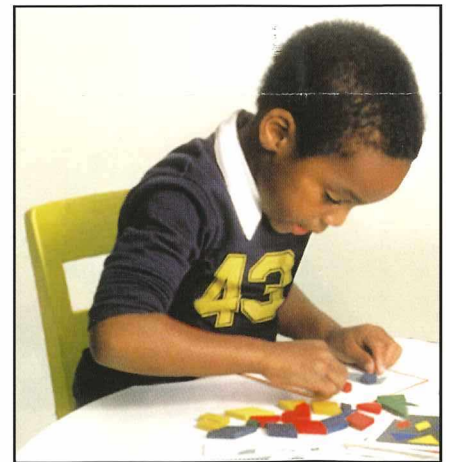
**3. It must benefit a child every time the child plays with it.**

In a world that's changing rapidly every minute, kids need to develop their creative thinking skills at a very early age.



Toys that foster awareness, enhance motor skills and coordination, encourage social interaction and stimulate a child to think and be creative have become necessities.

In 26 countries around the world, children are benefiting every time they play with MightyMind. Since 1978, MightyMind toy activities have won numerous



awards and have been cited by leading parenting and professional media. There isn't a child in the world that doesn't need the skills that MightyMind develops.



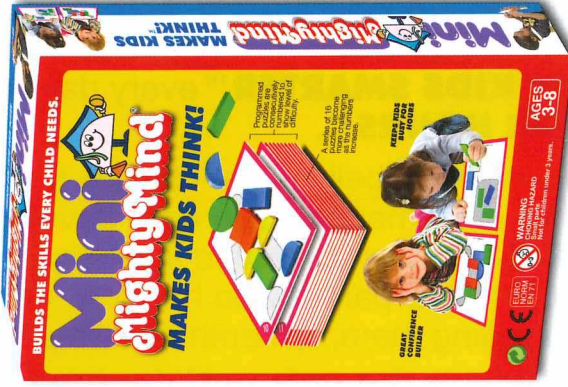
**EVERY CHILD NEEDS ONE.**



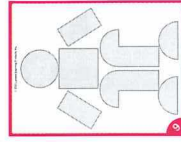
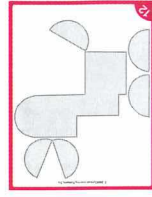
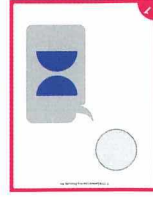
KEEPS KIDS BUSY FOR HOURS

# Mini MightyMind

This light edition of the best selling basic MightyMind® introduces children to logic reasoning and problem solving skills. Kids learn counting, sorting, categorizing, spatial relationships and color matching. Contains a specially programmed series of 16 beginner puzzles. Also included are 12 proportional geometric design tiles contained in a convenient storage tray. Order No. 40104 Google B002D3HRU8



GREAT  
CONFIDENCE  
BUILDER



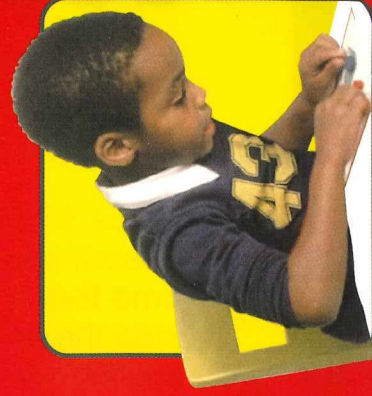
**MAGNETIC MIGHTYMIND®** Ages 3-8 is a creative activity that builds the important skills every child needs for future success. It's a favorite children's activity in 26 countries around the world. MightyMind has the distinction of being an original winner of the Parents' Choice Award and has been nominated 4 times by Parenting Magazine to the Toy Hall of Fame. With MightyMind, kids love the challenge of solving puzzles, because the programmed sequence of the picture patterns very gently leads them to success.

Order No. 40102  
Google B000RGXEB4



**WARNING!** Not for children under 3 years. Small parts. Choking hazard.

**“In a child’s world of meaningless toys, zapping videos, and excessive mind numbing television, there are alternatives.”**



**SOME TOYS ARE ESSENTIAL**



**WATCH THE VIDEO**  
[www.mightymind.com](http://www.mightymind.com)



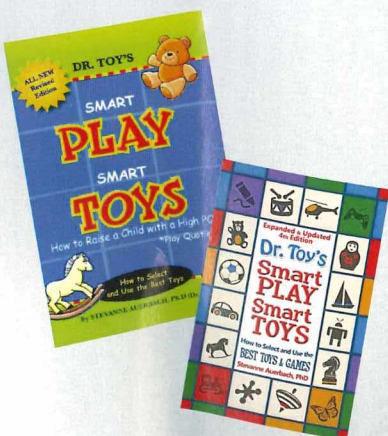


Dr. Stevanne Auerbach

**“MightyMind products fulfill a basic developmental need by helping a child develop the critical analytical thinking skills that every child must acquire for success.”**

#### About Dr. Auerbach

Dr. Stevanne Auerbach (Dr. Toy®) is trained in child development, education, psychology and special education. She has spent more than 40 years working in toys and children's services. Dr. Auerbach has written 15 books and three books on toys. Dr. Toy's Smart Play Smart Toys, now in its 4th Edition, has been published in 12 countries.



# EVERY CHILD NEEDS ONE.

This **Parents' Choice Gold Seal Award** winner is like no other learning toy, because kids get totally absorbed playing with it. It pulls on their thoughts and challenges them.

Since 1978, MightyMind® (ages 3 - 8) has been described as an essential toy for every child, because it benefits children every time they play with it. It brings hours of contagious fun that gives kids the essential skills they must develop for success and confidence. Parents love MightyMind, because they see the benefits it brings and it keeps their kids busy for hours.

In 26 countries around the world, from Germany to France to Canada, to China, to Japan, MightyMind® and SuperMind® are **MAKING KIDS SMARTER™** every day and **KEEPING THEM BUSY FOR HOURS™**.

The reviews are unbelievable – 96.4% 5 Stars across the board from online customer critics to child development experts. No other activity toy has garnished such praise and such a loyal following. Ask any parent who has one, or ask any retailer who has been selling them, the enthusiastic praise is unanimous.

**“MightyMind is the only activity toy in the entire world that actually teaches kids how to build and solve puzzles.”**



**“There isn't a child in the world that doesn't need the skills that MightyMind develops”.**

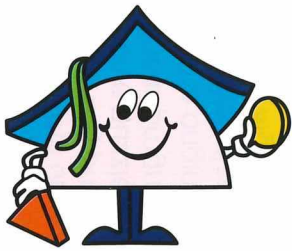


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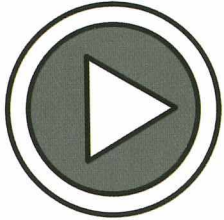
AVAILABLE AT THE BEST RETAILERS IN 26 COUNTRIES AROUND THE WORLD.

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**MAKES KIDS SMARTER**

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



## **WATCH THE VIDEO SEE HOW IT WORKS**



and why kids get glued to it. MightyMind is much more than just another box of shapes and puzzles. It's a scientifically programmed activity that develops a child's essential analytical thinking skills in just 30 steps.

GOOGLE MIGHTYMIND AND SEE WHAT PARENTS AND GRANDPARENTS ARE TELLING THEIR FRIENDS.



## YOU MADE A GREAT CHOICE.

Mini\_MightyMind® was created to demonstrate the unique MightyMind concept of teaching preschoolers how to build and solve puzzles using a simple, easy and fun linear program. It's a very simplified version of the original MightyMind®.

At first glance, most people think that Mini\_MightyMind is just a box of shapes and puzzle cards - but don't be fooled! It's a limited version of the original MightyMind which is an intricate linear program comprised of 30 steps (puzzles) arranged in a numerical sequence that's disguised as a play activity. Kids get glued to it, because it generates a feeling of success and it builds a child's confidence and self-esteem. The MightyMind concept originated way back in 1978 based on B.F. Skinner's (the Harvard behaviorist) development of linear programming. Disguised as a toy activity, MightyMind develops the essential critical analytical thinking skills that every child must have for future success.

Please go to [www.mightymind.com](http://www.mightymind.com) and watch the video. It explains in detail how MightyMind works and the amazing progress a child achieves by following the precisely numbered path.

MightyMind and the family of MightyMind products and accessory upgrades are described on the MightyMind website. [www.mightymind.com](http://www.mightymind.com)

Please tell your friends about MightyMind and thank you for being a concerned MightyMind parent, grandparent, teacher.



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