



Introducing a brand-new  
sensory plush range for babies  
from Make Believe Ideas.

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ideas

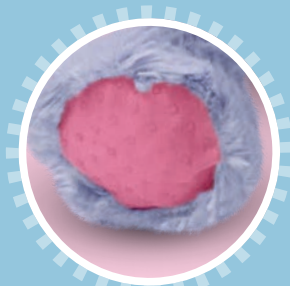




Welcome to **Sensory Snuggables**, a range of plush companions and soft books designed to stimulate little ones' senses and bring a world of imaginary play to life. Perfect for the early months, each toy or book integrates a range of smart features to encourage sensory exploration:



**SURPRISE CRINKLES**  
hidden in plush ears and feet or book pages, will stimulate hearing skills



**MIXED TEXTURES**  
and patterned fabrics support a rich multisensory experience



**RIBBON TAGS**  
encourage little fingers to grasp, tug, touch, and feel



**TOUGH TEETHERS**  
can help soothe sore gums



**CHIME AND SHAKER RATTLES**  
will delight and engage babies, holding their attention and creating noisy entertainment



**NOSE SQUEAKERS**  
bring a funny reward for little hands beginning to grip and squeeze



**TOUCH-AND-FEEL BOOK TABS**  
and hand-puppet functionality encourage imaginary play

## My First Sensory Bunny and Blankie Gift Set

Cuddle up with the **Sensory Snuggables** gift set. Featuring an adorable **bunny plush toy** and a **bunny blankie** for a **soothing sensory experience** on-the-go or at bedtime.





# Cuties Sensory Plush



Proving that good things come in small packages, the gorgeous **Cuties Sensory** plush bring a combination of key **Sensory Snuggables** qualities while remaining perfectly **portable** for life around the home and **adventures** on-the-go.

Seated plush size  
175 x 100 x 100 mm

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Go wild and create a stimulating **sensory experience** with the endearing **Classic Sensory** plush. This cuddly crew **enrich playtime** and are sure to become treasured friends in any home.

Seated plush size  
230 x 140 x 160 mm



# Classic Sensory Plush

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# Super Sensory Plush

The most **interactive** toys in the collection, the magical **Super Sensory** plush combine all our **Sensory Snuggables** features to promote **developmental skills** and provide a **huggable companion** from early days through to toddlerhood.

Seated plush size  
250 x 150 x 250 mm



## Unicorn and Dragon Blankies

Engage your little one's senses with these adorable **magical blankies**. Each cute and **cuddly companion** features **bright ribbon tags** to grasp and tug, and a mixture of **soft textures** to **touch and explore**.





# Fun Cloth Books

With a variety of **textures** to grip and squeeze, and **surprise crinkles** to stimulate hearing, these **interactive** cloth books are perfect for enjoying at playtime!

Book size  
230 x 180 x 35 mm



## make believe ideas

### HEAD OFFICE

The Wilderness, Berkhamsted,  
Hertfordshire, HP4 2AZ, UK  
**Tel:** +44 (0)1442 874 569

### GENERAL ENQUIRIES

**Email:** [enquiries@makebelieveideas.com](mailto:enquiries@makebelieveideas.com)  
**www.makebelieveideas.co.uk**  
**www.makebelieveideas.com**

MBI Sensory Snuggables comply with US, UK, and European safety standards.



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