

MOODBEARS®



Because sometimes, we all need someone to talk to



"I originally created the bears from doodles that I was doing when struggling with my own mental health. I decided to have one made up and when it arrived, I knew that I had created something that could support others."

Joanna Proud

FOUNDER AND CREATOR OF MOOD BEARS











First sketched and then brought to life in 2019 the Mood Bears have been on a journey of growth and development and have already been able to support thousands of children and adults across the globe.

Mood Bears are not just a cuddly toy. They have been specifically designed to support mental health and wellbeing, and allow children, and adults, to express themselves when words fail them. They are not just a fun way to support children and adults as they negotiate all manner of emotions and feelings but they have also become a tool that can be used to teach and educate children, and adults, about emotions, feelings, and moods. Not everyone has the learning or language abilities to express themselves vocally, but by using the bears with their recognisable colours and symbols we can facilitate communication and emotional expression.




The Mood Bears were originally created to support children and adults who may struggle to understand or communicate their emotions. The bears have grown to be so much more than this and even if you do have the capacity to express how you feel, sometimes it is just too difficult to talk, sometimes you just need a hug and some silent support.

There are now 8 Bears in total, each one representing a different feeling, emotion, or mood:

- | | | | |
|--|--------------|--|------------|
|  | Love Bear |  | Sad Bear |
|  | Silly Bear |  | Calm Bear |
|  | Nervous Bear |  | Happy Bear |
|  | Angry Bear |  | Hope Bear |

Each bear has been designed to represent one key emotion or mood and has the symbol for that mood embroidered on its feet. The bears are all brightly coloured and are made of a soft material making them perfect for children to recognise, associate with, and cuddle to help them express themselves. Children, and even adults, often don't have the words to express how they feel, this is where the Mood Bears can help, not only can they provide comfort but they can also provide a means to communication. Allowing children to select the bear that most represents how they feel that day can show to others what they are going through.

Mood Bears are currently used by several health care teams including Birmingham Children's Hospital, Leicester Royal Infirmary, and the Leicester Community Nurse Team, they have each recognised the invaluable support that the bears can bring. As the NSPCC and Childline both report an increase in cases of stress and anxiety in young children it is imperative that we find a way to support them. Mood Bears can provide that support.



Love Bear loves all!
Big or small, far or near,
Just a cuddle from this little bear,
Will make your heart cheer.

Love is all around us,
Sometimes hard to understand.
A cuddle from this little bear,
You'll feel love from holding hands.

With bright red fuzzy fur,
And a warm welcome heart,
You'll love this little bear,
Right from the very start.

Hi, I'm LOVE BEAR

I was designed with extra love and care so that I never run out of loving cuddles and I never get tired of being squeezed tight.

It's my job to be that reassuring drop of love whenever it is needed and even when you don't realise that it is needed. Whoever needs me and however they are feeling I will be there to reassure them and show them some love.

I might not be able to wipe away any tears or give voice to my love but I am always here to love and comfort when needed.

Cuddles are my absolute favourite thing to do, I love to cuddle whilst watching films, I love to give big cuddles right before a day out at school, I love going on trips and sitting on knees for cuddles in cars, and so much more. I don't like to see anyone feeling sad, lonely, or unloved, so I save my biggest cuddles for them.

If you're not sure how you feel that's ok too, I still love you and have cuddles for you too.

I am red and have red hearts on my feet because most people know that red hearts are the symbol of love. That means that even if you don't yet know the word love or you can't say it, you can still show and recognise love by picking me. Red gives out a sense of warmth, strength and vitality which makes me perfect for helping you to feel and express those things.

Love Bear is a red plush toy made from 100% recycled post consumer polyester and is 100% recyclable via textile recycling. This toy complied to EN71 parts 1,2 and 3, ASTM F963 and IOS 8124 toy safety standards and is suitable for all ages.





Angry bear is orange
Just like a fiery temper
But on the inside he's full of love
And wants to be your helper.

When you're feeling angry
And all out of control
Just give this bear a great big squeeze
He will help calm down your soul.

He'll take all of your anger
But he won't let it show
Apart from on his feet of course
The rest is all let go.

Hi, I'm **ANGry BEAR**

Although I don't mean to always be cross and angry, sometimes I just can't help it, and just like you I don't always know why I feel angry.

Feeling angry can be confusing, especially when you don't quite understand where the anger came from or how to get rid of it. If you sometimes struggle to talk about how you feel then having me by your side is a really good way of letting the other people in your life know that you are feeling a little angry with things. You don't have to talk or tell them about your anger, instead you can just choose to carry or cuddle me and they will know how you are feeling.

Holding me tight and squeezing me hard can also help you to let some of that anger out and you won't be hurting me so that's ok.

I would never want you to squeeze a friend or family member too hard because humans are fragile, but with me it's absolutely ok and I will still love and cuddle you.

I am a deep shade of orange and on my feet, you will find some cross looking faces, despite that I can still help you too feel a little better about things and I can help you to express how you feel.

Orange is the colour of encouragement and balance and was chosen for me so that I can encourage you to find a way to express your anger in a healthy way.

Angry Bear is an orange plush toy made from 100% recycled post consumer polyester and is 100% recyclable via textile recycling. This toy complied to EN71 parts 1,2 and 3, ASTM F963 and IOS 8124 toy safety standards and is suitable for all ages.





Happy Bear is a bright yellow bear,
With a personality that's sunny.
Happy looks on the brighter side of life,
And loves to be smiley and funny.

Happy brightens everyone's day ,
With just a simple cuddle.
Happy is always there for you ,
If you're feeling in a bit of a muddle.

To hop, jump, skip and play,
Makes Happy smile with glee.
Everyone in Happys life,
Is as happy as can be.



Hi, I'm **HAPPY BEAR**

I am the happiest bear that you will ever meet, if I could talk all you would hear is pure joy and happiness in my voice.

I always have a smile on my face and I bring a little ray of sunshine into your life, even on the duller of days. My happiness is infectious, the more time that you spend with me the happier I know you will be,

I know that we will always have a great time together. I love to play and go where you go and do what you do, in fact being by your side is what makes me so happy.

If you're feeling low or you don't know what to do, some time with me is sure to put a smile back on your face. Cuddle me and play with me and see your smile grow and if we're lucky we'll hear your laughter too.

I am bright yellow and have big smiles on my feet, I wanted you to feel happy as soon as you looked at me and this seems to work a treat.

Yellow is the colour of the sun which gives us life and energy and I am here to do that for you.

Yellow represents happiness and friendship and I know that as our friendship grows so too will your happiness.

Happy Bear is a yellow plush toy made from 100% recycled post consumer polyester and is 100% recyclable via textile recycling. This toy complied to EN71 parts 1,2 and 3, ASTM F963 and IOS 8124 toy safety standards and is suitable for all ages.



When stress and worry come your way
Just know you are not alone
Calm bear will be there with you
By your side in the unknown.

His calm green fur is soothing
And he's very soft to cuddle
His ears are also great at listening
For when you are in a muddle.

So share your worries with Calm bear
And he'll take them all away
So you can be yourself again
And continue with your day.



Hi, I'm **CALM BEAR**

I may look like I am sleeping but I am just completely chilled out and at one with everything around me. My super-power is to stay calm in any situation, it doesn't matter what crazy things are going on around me or how stressful things might get, I still manage to stay calm and in control.

Others might get cross, or frustrated, or get over the top excited, but I like to take some deep breaths, close my eyes, and let the calmness wash over me.

This is how I want to help you feel, so if things are starting to get overwhelming or you can feel your emotions starting to build and you want to calm back down then come and give me a great big squeeze and let me help you.

I am a pale shade of green and on my feet, you will see sleepy happy faces. I carry a sense of zen and lightness with me and try to radiate that at all times.

My pale green colour is a great reminder of being out in nature and of innocence and tranquillity, I have been designed to perfectly represent calmness and to help you to feel that way.

Calm Bear is a pale green plush toy made from 100% recycled post consumer polyester and is 100% recyclable via textile recycling. This toy complied to EN71 parts 1,2 and 3, ASTM F963 and IOS 8124 toy safety standards and is suitable for all ages.



If ever you're feeling anxious,
Or slightly out of sorts,
Spend time to tell Nervous Bear
All your anxious thoughts

This bear knows more than most,
Why sometimes we get nervous.
Calming moods and lightening loads,
It's Nervous Bears sole purpose

Any friends of Nervous Bear,
Is a lucky friend of course!
So snuggle up with Nervous Bears
bright green fluffy paws



Hi, I'm **NERVOUS BEAR**

I sometimes get a bit nervous and I can worry about things and not always know why. Sometimes it's the big things that I get nervous about, like trying something new for the very first time, and sometimes it's the little things and things that I might have done lots of times in the past. I bet you get nervous sometimes too and that's ok because together we can be strong and brave and we can still do the things that make us feel nervous.

I've found that even though something might make me nervous once I give it a try, I actually really enjoy it and I find that it wasn't as scary as I thought it might be. It always helps though to have a friend by your side when you are feeling that way, someone that can just lend a little support, and that is exactly why I am here.

I can support you through tough times and I can give you some courage to give things a try. So, the next time you are feeling nervous come and give me a hug, not only will it make you feel a little bit better but it will also tell those around you that you are feeling a little worried and need to take things a bit slower. I'm looking forward to lots of cuddles and being by your side when you need me.

I am a dark green colour and if you look at my feet you can see just how nervous I sometimes feel, embroidered on my feet is a nervous looking face. I'm a dark shade of green because sometimes feeling nervous can make your tummy feel funny and can leave you feeling a little bit sick and looking a bit 'green' can show that.

Nervous Bear is a dark green plush toy made from 100% recycled post consumer polyester and is 100% recyclable via textile recycling. This toy complied to EN71 parts 1,2 and 3, ASTM F963 and IOS 8124 toy safety standards and is suitable for all ages.



Sad Bear looks sad and gloomy ,
But makes the best of friends.
No matter how you are feeling,
Sad Bear's with you as day ends.

Sad Bear will calm your nerves,
And sooth away your fears.
Snuggle you when feeling sad,
And wipe away your tears.

Sad Bear to you and I,
The bear that's always blue.
Sad Bear brings you happiness
And is always there for you



Hi, I'm **SAD BEAR**

I was designed to bring some extra comfort to your life, or the life of a loved one who may be struggling right now.

There are lots of things that can make us feel sad and sometimes it's hard to express those feelings and talk to someone about it.

Sometimes we can't even figure out exactly what it is that has made us feel sad and that can be really frustrating. My job is to be there to offer a comforting hug any time that one is needed. I am also a great listener if you do have the words to be able to talk about what is making you feel sad.

I will listen and never interrupt, and I will always have hugs available to support you through your feelings. I know that it can be hard to change how you feel, and I know that some days your emotions might get the better of you; those are the days when I am here to be with you and cuddle you tight.

I am pale blue as we seem to talk about feeling 'blue' when we are sad or lonely, I have tear drops on my feet so that you know I represent sadness and you can choose me to be with you even when you don't have the words to express how you feel.

Pale blue is the perfect calming colour and will help you to feel more peaceful within. Feeling sad is okay but I hope you reach for me so that I can support and help you on your journey back to happiness.

Sad Bear is a light blue plush toy made from 100% recycled post consumer polyester and is 100% recyclable via textile recycling. This toy complied to EN71 parts 1,2 and 3, ASTM F963 and IOS 8124 toy safety standards and is suitable for all ages.



When the world gets far too serious
and you're in need of a giggle,
Silly Bear will be there,
with the most contagious wiggle.

Telling the funniest jokes,
pulling the funniest faces.
Silly is rarely serious,
even in the most important places.

Forever having lots of fun,
Silly Bears face is rarely straight.
So embrace your own silly side,
be silly with your new best mate!



Hi, I'm **SILLY BEAR**

I love to laugh and get up to all sorts of mischief and one of my favourite things to do is listen to your jokes, even when they are really bad, you can be sure that I will be giggling with you.

I can be your partner in crime and a squeeze of my paw can give you the extra courage you need to try something new.

I like to laugh and joke and don't take life too seriously, so if you need to let go and relax a little, I am the perfect bear to help you.

Some days we need to be a little silly, we need to do the fun things that make us smile and laugh, even if we do look a bit daft.

There is only one thing that I take seriously and that is being your best friend and showering you in love and cuddles.

I am the best shade of purple that you are ever going to find, and to show just how silly I am my feet carry pictures of me sticking out my tongue.

Purple is the colour of creativity and if we are going to be silly together then we certainly need a bit of that.

Silly Bear is a deep purple plush toy made from 100% recycled post consumer polyester and is 100% recyclable via textile recycling. This toy complied to EN71 parts 1,2 and 3, ASTM F963 and IOS 8124 toy safety standards and is suitable for all ages.



Hope bear is bright and colourful and holds all the Mood Bear shades. Hope wears a beautiful rainbow that will brighten up your days.

When days are really difficult , much harder than it seems Hope turns the storms to rainbows and Helps you reach your dreams.

On days when life just gets you down and feels a little blue, Hopes brightly coloured rainbow is always there for you.



Hi, I'm **HOPE BEAR**

You may notice that I am a little bit different to all the other bears. I'm not just one colour, I am lots of different colours,

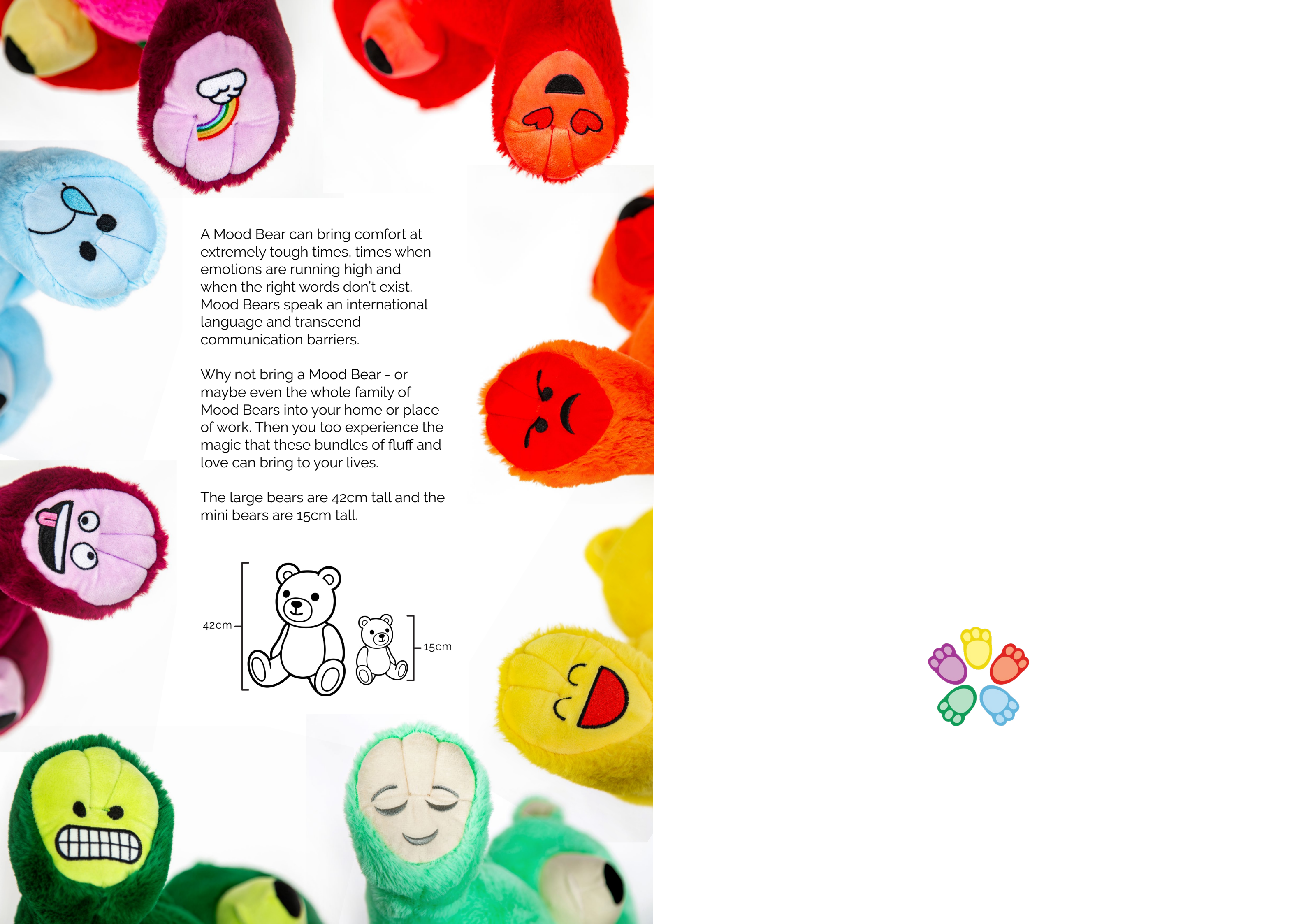
I don't have a face stitched onto my feet either, instead I have rainbows. Just like all the other bears though I love to give out hugs and be with you whenever you feel you need me. I'll let you into a secret, I'm different in lots of ways and I love that about myself.

I was made different on purpose because sometimes we can be a jumble of lots of different thoughts, feelings and emotions and I am just the bear to help you through that. I have the bright and beautiful yellow of happiness on me representing sunshine and all things light and beautiful. I have the deep purple of silliness because sometimes it's right to lighten the mood and be a little silly.

I have the pale blue of sadness because although I always want to see you smile sometimes we can feel a little low and need a hug to cheer us up. I have the deep green of nervousness because the world is a big place and some days it's easy to be nervous about what lays ahead but I can lend you some strength to help you through. Of course, I also have the red of love because love is so important and we all need lots of that in our lives.

I am hope bear because I can help to get you through each day and each emotion, my rainbows represent how we can travel forward, that with a little faith, a dash of hope and a lot of love we can move through whatever life chooses to throw at us and come out the other side feeling safe and loved.

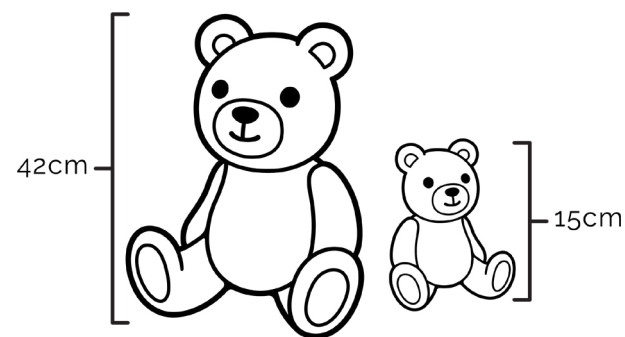
Hope Bear is a multicoloured plush toy made from 100% recycled post consumer polyester and is 100% recyclable via textile recycling. This toy complied to EN71 parts 1,2 and 3, ASTM F963 and IOS 8124 toy safety standards and is suitable for all ages.



A Mood Bear can bring comfort at extremely tough times, times when emotions are running high and when the right words don't exist. Mood Bears speak an international language and transcend communication barriers.

Why not bring a Mood Bear - or maybe even the whole family of Mood Bears into your home or place of work. Then you too experience the magic that these bundles of fluff and love can bring to your lives.

The large bears are 42cm tall and the mini bears are 15cm tall.





www.moodbears.co.uk

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