



Contact us at  
[sales@babyrepublic.co.uk](mailto:sales@babyrepublic.co.uk)



# Open The Joy<sup>®</sup>

## Tools That Build Lifeskills

Toys Designed by Therapists, Teachers & Experts to Raise a Happy Generation!



# Hello, we are Open The Joy!

 Educating the Heart

## One In A Million

Six years ago, I was told 4 words that changed my life: "One in a million." No, I didn't win the lottery, my daughter was diagnosed with a rare disease that required us to spend years in and out of the hospital. I realized that while my child's physical health was out of my hands, her emotional well-being was my responsibility. And I took this new job very seriously. After all, we all needed emotional support in those months more than ever.

I learned a lot while in the hospital, but mostly I learned that there are not nearly enough emotional support tools available to children and their families. We are here to change that. Each kit we make supports the emotional and mental health of children, all through fun and creative activities.



Explore our collection and discover how magic can be used to create confidence in kids, or how origami fosters mindfulness in little ones. Each kit focuses on a different life skill, try them all!

 + Aria

Shalini & Aria Samtani  
Chief Joy Architects  
Open The Joy



# Our Giveback!

So that we never forget where we came from, Open the Joy® proudly supports the Spread The Joy® foundation in the free distribution of activity kits to hospitalized children. To date, Spread The Joy has sent over 10,000 Joy Boxes to over 150 pediatric hospitals across America, bringing joy, hope, love and laughter to sick kids in need. With every purchase, you too are supporting the emotional and mental well-being of pediatric patients. Together, let's spread joy to the world!



You Play.



We Give.



Kids Heal.



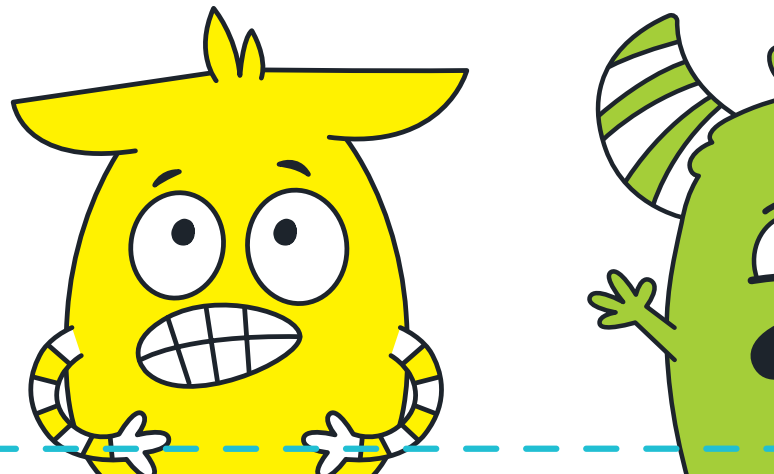


# Exploring Emotions New Look!

Introducing the Exploring Emotions Collection! Discover old favorites redesigned with bold colors and playful new characters, and brand new cards, magnetic tins, and kits focused on social emotional learning. Designed by child specialists and therapists, this vibrant collection helps children understand emotions, build social skills, and express themselves.

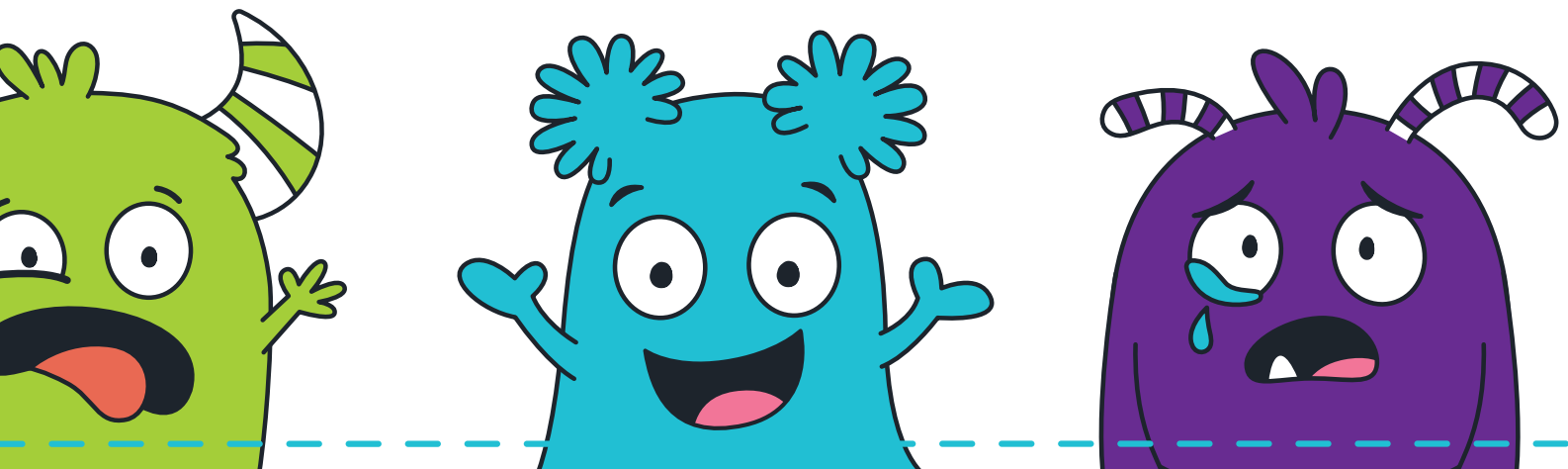
## Keep a Lookout!

You can find Open the Joy's EQ signs on all of our products to identify which life skill that kit helps develop!



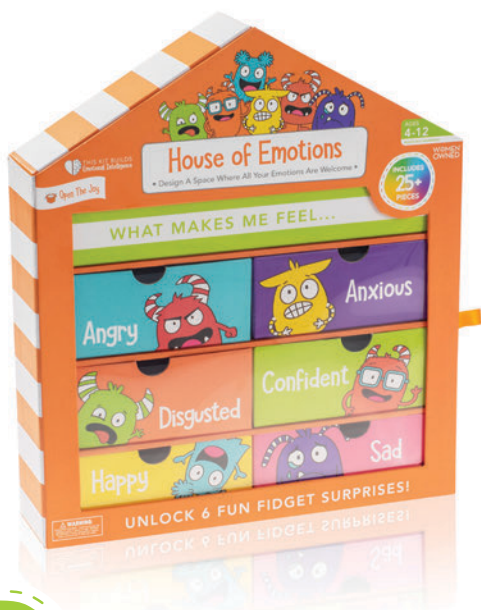


# Introducing the 2024 Collection!



5+

# House of Emotions



MSRP £25.99  
Case Pack 4

SKU EMOHOUSE



♥ This Kit Helps:



Includes  
25+  
Pieces





5+

# House of Friendship



MSRP £25.99  
Case Pack 4

SKU FRIHOUSE



♥ This Kit Helps:



Includes  
30+  
Pieces







# Colourful Anger Management

5+



MSRP £21.99  
Case Pack 4

SKU ANGERM



♥ This Kit Helps:



50+  
Calming  
Strategies

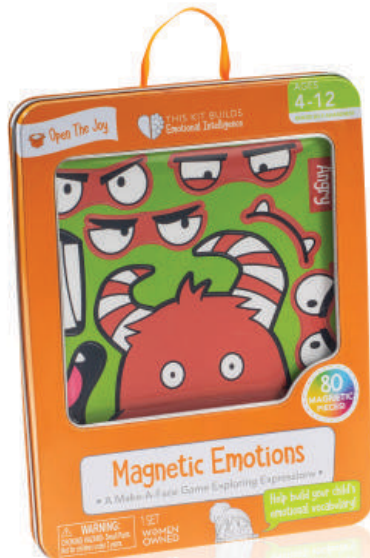
## 5+



SKU ANXIETY

[illegible]





# Magnetic Emotions

5+



MSRP £13.99  
Case Pack 12

SKU MONSTIN



♥ This Kit Helps:





5+

# Magnetic Dress-Up



MSRP £13.99  
Case Pack 12

SKU JOBTIN



♥ This Kit Helps:



70  
Magnetic  
Pieces

5+

# Learning Emotions

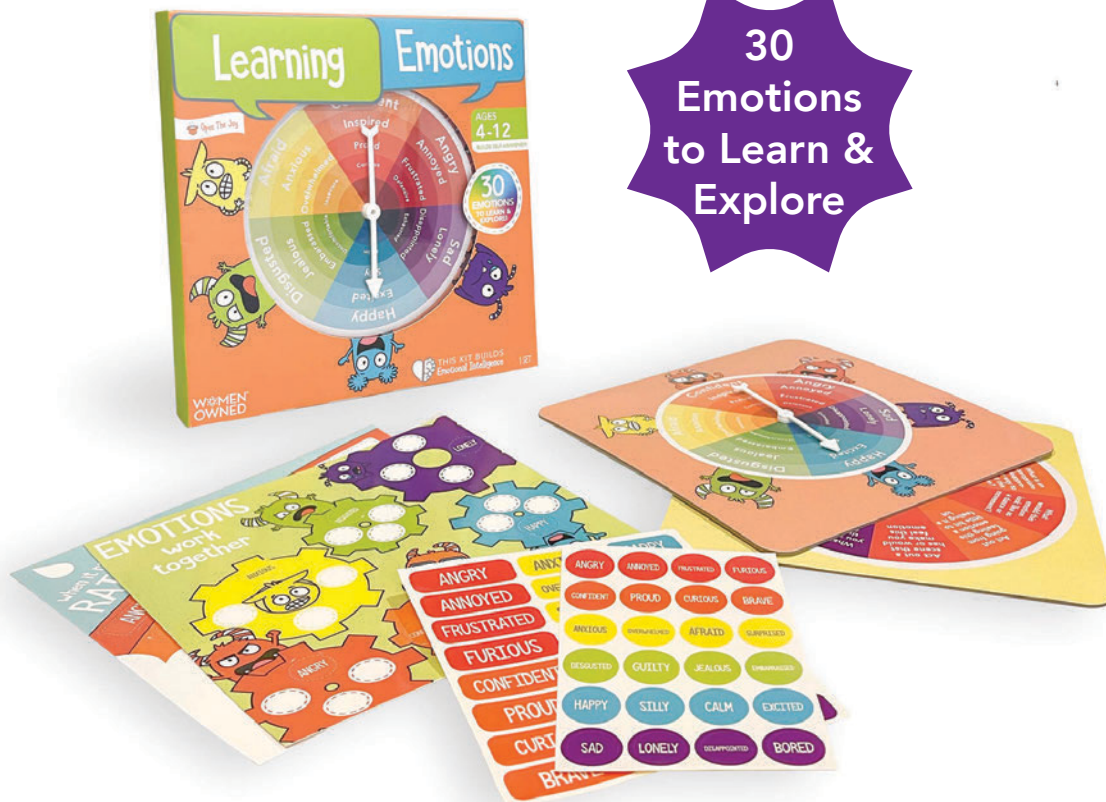


MSRP £9.99  
Case Pack 18

SKU EMOFP



♥ This Set Helps:



30  
Emotions  
to Learn &  
Explore

# Emotions Memory Match Card Game

5+



MSRP £8.99  
Case Pack 12

SKU MEMTIN



This Deck Helps:



80 Cards  
Included





# Creative Storytelling Card Game

5+



MSRP £8.99  
Case Pack 12

SKU STORYTIN



♥ This Kit Helps:



Create  
100's of  
Stories

60 Cards  
Included





# Emotions Charades Card Game

5+



MSRP £8.99  
Case Pack 12

SKU ACTTIN



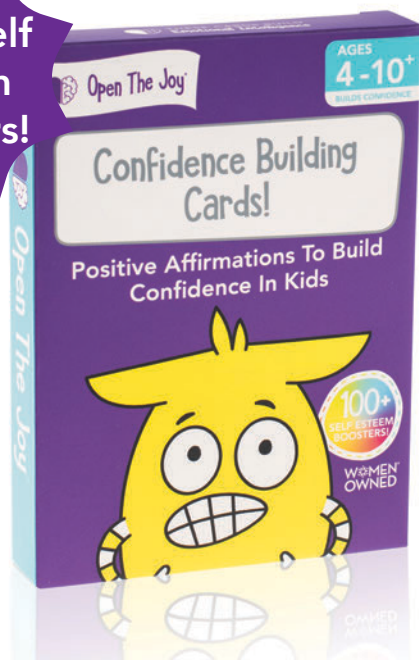
## This Kit Helps:



60 Cards  
Included



100+ Self  
Esteem  
Boosters!



## Colourful Confidence Booster

5+



8 50009 14798 1

MSRP £5.99  
Case Pack 12

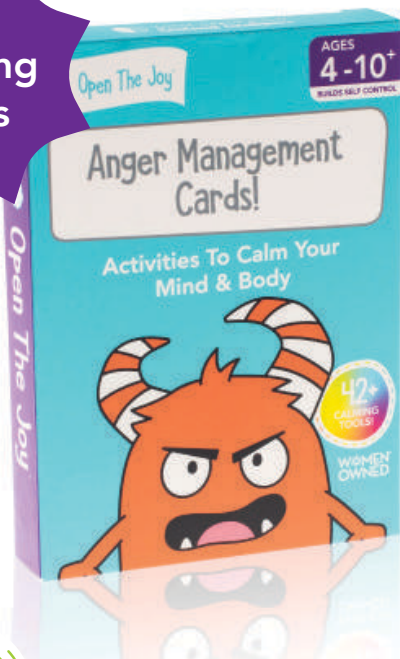
SKU PCARDSM



♥ This Kit Helps:



55+  
Calming  
Tools



## Colourful Anger Management Cards

5+



8 50009 14796 7

MSRP £5.99  
Case Pack 12

SKU ACARDSM



♥ This Kit Helps:





56+  
Kindness  
Missions



## Colourful Kindness Mission

5+



MSRP £5.99  
Case Pack 12

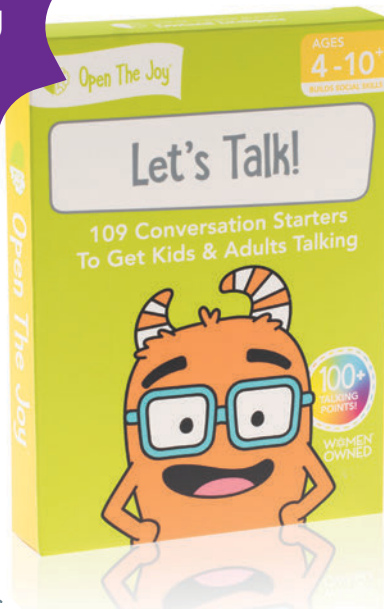
SKU KCARDSM



♥ This Kit Helps:



100+  
Talking  
Points



## Colourful Conversation Starter

5+



MSRP £5.99  
Case Pack 12

SKU TCARDSM



♥ This Kit Helps:



4 Card  
Decks  
Included



## Colourful Life Skills On The Go

5+



MSRP £12.99  
Case Pack 12

SKU LSOTGM



♥ This Kit Helps:



3 in 1  
Value  
Pack!



## Let's Chat 3-1 Grab-n-Go Conversation Starters

5+



MSRP £11.99  
Case Pack 12

SKU 1901234TLKCT



♥ This Kit Helps:



24 Stories  
On The Go



♥ This Kit Helps:

## Stories To Go

5+



MSRP £11.99  
Case Pack 12

SKU STORYTG



24+  
Games On  
The Go



♥ This Kit Helps:

## Waiting Games Grab-n-Go Pack

5+



MSRP £11.99  
Case Pack 12

SKU GAMES22





100+  
Talking  
Points



## Conversations On The Go

5+



MSRP £11.99  
Case Pack 4

SKU UNICAR



♥ This Deck Helps:



42+  
Calming  
Tools



## Anger Management On The Go

5+



MSRP £11.99  
Case Pack 4

SKU UNICARANGER



♥ This Kit Helps:



100+ Ways  
To Play!



## Card Games On The Go

5+



MSRP £11.99  
Case Pack 4

SKU UNICARWYR



♥ This Kit Helps:



50+ Self  
Esteem  
Boosters



## Confidence Boosters On The Go

5+



MSRP £11.99  
Case Pack 4

SKU UNICARBOOST



♥ This Kit Helps:



# The EQ Collection

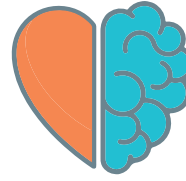
## Life Lessons Made Fun!

The Emotional Intelligence (EQ) Collection teaches important EQ skills through purposeful play. Each kit takes difficult concepts and make them into tangible crafts and projects that help kids 1. understand, 2. express, 3. communicate, and 4. handle emotions.

The boxes contain hours of activities, each paired with engaging "lesson plans," fostering in children important life skills such as empathy, anger management, forgiveness and gratitude.



♥ What is EQ?  
Let's Simplify it!



## Emotional Intelligence

There are 5 Pillars of Emotional Intelligence

Empathy



Motivation

Self-Regulation



Self-Awareness

Social Skills



## Keep a Lookout!

You can find Open the Joy's EQ signals on all of our products to identify which life skill that kit helps develop!









# The Kindness Mission Box

4+



MSRP £21.99  
Case Pack 4

SKU 2101695EQT



♥ This Kit Helps:



50+  
Kindness  
Missions

**All materials included!** 5 Instruction Cards, DIY Wooden Birdhouse, 2 Tubs of Air-Dry Clay (20gms/2 colors), 50 Sheets Origami Paper in Assorted Colors, Self Care Checklist, Deck of 56 Joy Mission Cards





# Anxiety Management Box

4+



MSRP £21.99  
Case Pack 4

SKU ANXIEQT



♥ This Kit Helps:



50+  
Confidence  
Builders



**All materials included!** 6 Instruction Cards, 35 Piece Penrose Puzzle, 2 Tubs of Air Dry Putty (20gms/2 colors), 50 Sheets Assorted Color Origami Paper, Love Letter Notepad (50 Sheets), Wish Box Activity





# Anger Management Box

4+



MSRP £21.99  
Case Pack 4

SKU 2101685EQT



♥ This Kit Helps:



50+  
Calming  
Strategies

**All materials included!** 5 Instruction Cards, 2 Tubs of Air Dry Putty (20gms/2 colors), Deck of 42 Anger Management Cards, 50 Sheets Assorted Color Origami Paper, DIY Wooden Catapult, Bad Mood Buster Notepad (50 Sheets)



# My Gratitude Box

4+



MSRP £21.99  
Case Pack 4

SKU 2101755EQT



This Kit Helps:



50+ Thankful Practices!



**All materials included!** 5 Instruction Cards, DIY Wooden Gratitude Tree, 2 Tubs of Air Dry Putty (20gms/2 colors), 50 Sheets Assorted Color Origami Paper, Daily Gratitude Notepad (50 Sheets), 45 Grab-and-Go Gratitude Prompt Cards on Carabiner Ring





# Empathy Toolkit

4+



MSRP £9.99  
Case Pack 18

8 50009 14755 4

SKU EMPATFP



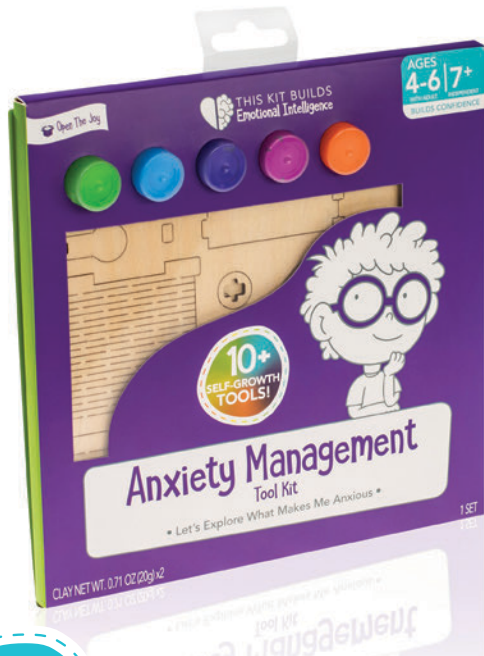
## This Kit Helps:



10+ Self  
Growth  
Tools







# Anxiety Management Toolkit

4+



MSRP £9.99  
Case Pack 18

SKU ANXIFP



♥ This Kit Helps:



10+ Self  
Growth  
Tools





# Anger Management Toolkit

4+



MSRP £9.99  
Case Pack 18

SKU ANGERFP



♥ This Kit Helps:



10+ Self Growth Tools



4+

# Gratitude Toolkit



MSRP £9.99  
Case Pack 18

SKU GRATFP



 This Kit Helps:



10+ Self  
Growth  
Tools





# Activity Kits

These activity kits are designed for kids who know what they like! Whether you have a young scientist, magician, origami or clay artist, these kits are bound to keep kids creative, engaged and busy! Look out for signa's to see how these fun and simple activities build life skills in kids.







# CLAY

4+



8 50009 14745 5

MSRP £21.99  
Case Pack 6

SKU 1901791IBT



♥ This Kit Helps:



28 Fun  
Clay  
Creations

### Kit Includes

- \* Instruction Booklet to Create 28 Projects.
- \* 15 Tubs of Air Dry Clay: Assorted colors, 20 grams each.

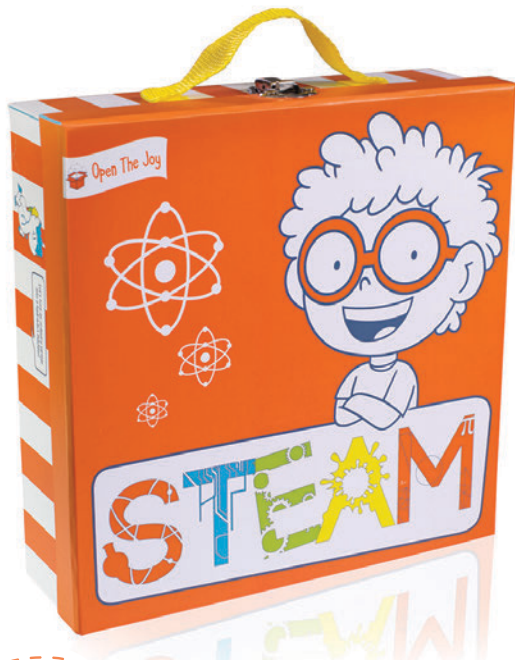




SKU 1901862IBT

## This Kit Helps:





# STEAM

6+



8 50009 14747 9

MSRP £25.99  
Case Pack 6

SKU 19011079IBT



This Kit Helps:



30+  
Pieces  
Included

#### Kit Includes

- \* 47 Wooden Parts
- \* 3 Large Metal Screws & Bolts
- \* 13 Pots of Paint (5ml) & 2 Paintbrushes
- \* 3 Large Syringes
- \* Mini Zip Tie and Connector
- \* STEAM Instruction Booklet
- \* 6 Small Metal Screws & Bolts
- \* 3 Small Syringes
- \* 3 Large Plastic Tubes





# ORIGAMI

4+



MSRP £21.99  
Case Pack 6

SKU 1901636IBT



♥ This Kit Helps:



Hours of  
Folding  
Fun!



## Kit Includes

- ✓ 32 Page Instruction Book
- ✓ 50 Sheets 8" x 8" Paper
- ✓ 50 Sheets 4" x 4" Paper
- ✓ Mixed Colors
- ✓ 50 Sheets 6" x 6" Paper
- ✓ 80 grams



# Activity Bags

All the fun of our Activity Kits, now in convenient grab and go bags! These bags are bursting with magic, clay, origami, and STEAM activities to keep kids creative, engaged and busy! Look out for signa's to see how these fun and simple activities build life skills in kids.









# CLAY

4+



MSRP £14.99  
Case Pack 6

SKU CLAYBAG



♥ This Kit Helps:



20  
Projects  
Inside





The word "MAGIC" is written in a stylized, bold, sans-serif font. The letters are primarily purple, with the 'A' and 'I' in a lighter blue color. Small, five-pointed stars are placed around the letters: two on the 'M', one on the 'A', two on the 'G', and two on the 'I'.

SKU MAGICBAG



The image displays the 'MAGIC' kit components. The central item is a large purple carrying case with a handle, featuring a cartoon wizard character and the text 'MAGIC • BUILDS CONFIDENCE •' and '20 TRICKS INSIDE!'. To its right is a purple book with the same wizard character and 'MAGIC' title. Further right is a small purple box labeled 'CARDS'. In the foreground, there are several magic props: a black wand with a pink eraser tip, a black top hat, a black magic box with yellow dollar signs, a black magic box with a red button, and a stack of blue and white patterned cards. A purple speech bubble in the top right corner contains the text '18 Tricks Inside!'.



# STEAM

6+



MSRP £19.99  
Case Pack 6

SKU STEMBAG



♥ This Kit Helps:



30 Pieces Included



# ORIGAMI

4+



MSRP £14.99  
Case Pack 6

SKU ORIBAG



This Kit Helps:



18  
Projects  
Inside





# All-In-One Activity Kits

These All-In-One Activity Kits are the perfect boredom busters for any occasion. Whether a child is feeling sick, stuck at home on a rainy day, or has a long trip, these boxes and bags will give them plenty to do to pass the time! Each bag comes with positive quote coloring posters, mindful origami, "would you rather" playing cards and much more!









# The Feel Better Box

4+



MSRP £44.99  
Case Pack 4

SKU 2001620BBTT



♥ This Kit Helps:



50+  
Boredom  
Busters

**All materials included!** 75+ Page Feel Better Activity Book, DIY Wooden Foosball, 6 Coloring Posters, 6-in-One Jumbo Marker, 50 Sheets Assorted Colors Origami Paper, Origami Fortune Teller, 13 Paint Pods (5ml), 2 Paint Brushes, Deck of 54 Would You Rather Playing Cards, Googly Eye Ring, 54 Conversation Cards, 6-Inch "Doc Ollie" Unicorn Plush Toy, 3 Tubs of Air Dry Putty (20gms/3 colors), Magic Trick Drawer, 3 Board Games, 12 Game Pieces, 2 Dice, 50 Fun Stickers





# The Feel Better Bag

4+



MSRP £21.99  
Case Pack 6

SKU 1901410FBT



♥ This Kit Helps:



**All materials included!** 60+ Page Feel Better Activity Book, 13 Paint Pods (5ml), 2 Paint Brushes, Medium 7"x7" Canvas, Deck of 54 Would You Rather Playing Cards, 6-In-One Jumbo Marker, 6 Coloring Posters, 50 Sheets Assorted Colors Origami Paper, Googly Eye Ring, 3 Tubs of Air Dry Putty (20gms/3 colors), Set of 4 Magic Trick Instructions, 50 Fun Stickers, Origami Fortune Teller



# The Rainy Day Box

4+



Discontinued

SKU 2101422AKT



♥ This Kit Helps:



50+  
Boredom  
Busters



**All materials included!** 75+ Page Rainy Day Activity Book, DIY Wooden Carousel, Origami Fortune Teller, 50 Sheets Assorted Color Origami Paper, Deck of 54 "Would you Rather" Playing Cards, 6-in-one Marker, 6 Coloring Posters, Googly Eye Ring, 6-Inch "Doc Ollie" Unicorn Plush Toy, 3 Tubs of Air Dry Putty (20gms/3 colors), 13 Paint Pods (5ml), 2 Paint Brushes, 2 Canvases (7"x9" & 6"x4"), Exploding Dice Magic Trick 3 Board Games, 12 Game Pieces, 2 Dice





# The Rainy Day Bag

4+



MSRP £21.99  
Case Pack 6

SKU 2001620BBT



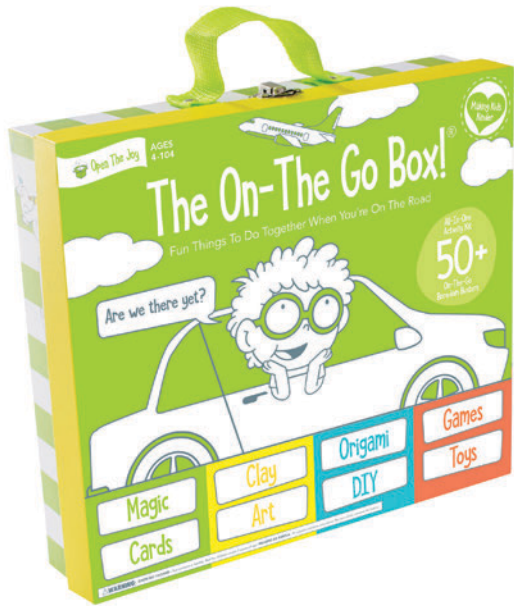
♥ This Kit Helps:



25+  
Boredom  
Busters

**All materials included!** 60+ Page Rainy Day Activity Book, 54 Piece Wooden Owl 3D Puzzle, 13 Paint Pods (5ml), 2 Paint Brushes, 2 Canvases (7"x9" & 6"x4"), Deck of 54 Would You Rather Playing Cards, 6-In-1 Jumbo Marker, 6 Coloring Posters, 50 Sheets Assorted Color Origami Paper, Googly Eye Ring, Origami Fortune Teller





# The On-The-Go Box

4+



MSRP £44.99  
Case Pack 4

SKU 2101257AKT



♥ This Kit Helps:



50+  
Boredom  
Busters

**All materials included!** 75+ Page On The Go Activity Book, DIY Wooden Pinball Game, Origami Fortune Teller, 50 Sheets Assorted Color Origami Paper, Deck of 54 "Would you Rather" Playing Cards, 6-in-one Marker, 6 Coloring Posters, Googly Eye Ring, 54 Conversation Cards, 6-Inch "Doc Ollie" Unicorn Plush Toy, 3 Tubs of Air Dry Putty (20gms/3 colors), Magic Disappearing Card Case, 3 Board Games, 12 Game Pieces, 2 Dice, 40 Wax Sculpting Sticks



# The On-The-Go Bag

4+



MSRP £21.99  
Case Pack 6

SKU 2001621BBT



♥ This Kit Helps:



**All materials included!** 60+ Page On The Go Activity Book, 25 Piece Wooden Plane 3D Puzzle, Deck of 54 Would You Rather Playing Cards, 6-In-1 Jumbo Marker, 6 Coloring Posters, 50 Sheets Assorted Color Origami Paper, Googly Eye Ring, Set of 4 Magic Trick Instructions, 40 Wax Sculpting Sticks, Origami Fortune Teller



# Cards and Impulse Toys

Our portable conversation games and cards will keep you talking, laughing, thinking and spreading kindness! Engage with your family members and friends through hilarious jokes silly "would you rather" dilemmas and thought provoking conversation starters. Enjoy all the benefits of Open The Joy products, but on the go!









## Doc Ollie Stuffed Unicorn

4+



MSRP £5.99  
Case Pack 4

**discontinued**

SKU 1901120IP



♥ This Helps:



## Unicorn & Discussion Cards Combo Pack

4+



MSRP £11.99  
Case Pack 4

**discontinued**

SKU UNICORN



♥ This Helps:



30+  
Game  
Ideas



## Waiting Games Grab-n-Go Pack

4+



MSRP £11.99  
Case Pack 12

SKU GAMES22



♥ This Kit Helps:



24+  
Stories On  
The Go!



## Story Time Grab-n-Go Pack

4+



MSRP £11.99  
Case Pack 12

SKU STORY22



♥ This Kit Helps:







## Let's Chat! 3 in 1 Talking Cards

4+



MSRP £11.99  
Case Pack 12

SKU 1901234TLKCT



♥ This Kit Helps:



## Let's Talk! Grab-n-Go Talking Cards

4+



MSRP £5.99  
Case Pack 12

SKU 1901159TLKCT



♥ This Kit Helps:





45 Jokes

## Let's Joke! Grab-n-Go Talking Cards

4+



MSRP £5.99  
Case Pack 12

SKU 1901158TLKCT



♥ This Kit Helps:



45 Riddles

## Let's Think! Grab-n-Go Talking Cards

4+



MSRP £5.99  
Case Pack 12

SKU 1901157TLKCT



♥ This Kit Helps:





56+  
Kindness  
Missions

## Kindess Mission Cards

4+



MSRP £3.99  
Case Pack 12

SKU 210165PCT



♥ This Kit Helps:



Double  
Sided  
Cards

## Would You Rather Playing Cards

4+



MSRP £3.99  
Case Pack 24

SKU 1901156PCT



♥ This Deck Helps:







55+  
Calming  
Tools

## Anger Management Cards

4+



MSRP £3.99  
Case Pack 12

SKU 210166PCT



♥ This Kit Helps:



4 Card  
Decks  
Included

## Life Skills On The Go

4+



MSRP £11.99  
Case Pack 4

SKU LSOTG



♥ This Deck Helps:





100+  
Talking  
Points

## Let's Talk Conversation Cards

4+



MSRP £5.99  
Case Pack 12

SKU 190141PCT



♥ This Deck Helps:



## Rainbow Markers

4+



Discontinued

SKU 1901026IP



♥ This Toy Helps:





100+ Self  
Esteem  
Boosters

## Confidence Building Cards

4+



MSRP £5.99  
Case Pack 12

SKU PCARDS



♥ This Deck Helps:



100% of  
Profits Go  
To Spread  
The Joy  
Foundation

## Putty For A Cause

4+



Not available  
in the UK

SKU 1901195IP



♥ This Toy Helps:





# Customizable Displays!

Looking for an eye-catching way to feature our collection? Try a customized display/pallet program where we create a personalized design and product mix perfect for your stores, or order from our existing ¼ pallet designs that we've packed with our favorite products from each collection! Each pallet comes pre-built and pre-packed for a quick setup and is easy to restock or dispose of once the products sell out.

SKU	QT.	ITEM DESCRIPTION
ACARDSM	20	Anger Management Cards
KCARDSM	20	Kindness Mission Cards
PCARDSM	20	Confidence Booster Cards
TCARDSM	20	Conversation Starter Cards
LSOTGM	16	Life Skills On The Go
ANGERM	2	Anger Management Box
ANXIETYM	2	Anxiety Management Box
GAMES22	5	Waiting Games Grab-n-Go Pack
1901234TLKCT	8	Let's Chat 3 in 1 Grab-n-Go
EMOFP	5	Learning Emotions
2001621BBT	3	On-The-Go Activity Bag
2001620BBT	3	Rainy Day Activity Bag
1901636IBT	2	Origami Activity Kit
1901862IBT	2	Magic Activity Kit
STORYTG	5	Stories To Go



Side 1



Side 2

2 Sided  
Display!





4 Sided  
Display!







SKU	QT.	ITEM DESCRIPTION
ACARDSM	20	Colorful Anger Management Cards
KCARDSM	20	Colorful Kindness Mission Cards
PCARDSM	20	Colorful Confidence Booster Cards
TCARDSM	20	Colorful Conversation Starter Cards
LSOTGM	16	Colorful Life Skills On The Go
STORYTG	6	Stories To Go
EMOFP	6	Learning Emotions
UNICAR	6	Conversations On The Go
1901234TLKCT	8	Let's Chat 3 in 1 Grab-n-Go Conversation Starters
GAMES22	6	Waiting Games Grab-n-Go Pack
2001621BBT	3	On-The-Go Activity Bag
2001620BBT	3	Rainy Day Activity Bag
1901636IBT	2	Origami Activity Kit
1901862IBT	2	Magic Activity Kit











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