



# Flip & Flow

DISCOVER AN AWARD-WINNING,  
ENCHANTING FLIPBOOK DESIGNED TO  
NURTURE YOUR EMOTIONAL WELLBEING.



LET THE MINDFUL ADVENTURES BEGIN...

*Welcome to a new world of calm and connection  
with Flip & Flow*



We're a new emotional wellbeing brand,  
transforming the way you experience  
mindful moments....

Discover thoughtfully crafted invitations to  
*Pause...Breathe...and find peace within.*

Our story begins with an award-winning  
children's book, described as:

“*A beautiful meditation book every child should have by their bedside* |  
@bhavishayoga —”

*Goals with soul*

We're passionate Breath coaches, on a  
mission to expand your mindful toolkit,  
with bitesize, breath-based, beautiful  
rituals for modern-day living.



*Play, create, explore...*

We invite you to join us, in a world full of self-  
discovery, inspired by a fusion of:

- ✦ Eastern & Western mindfulness practises
- ✦ Neuroscience
- ✦ Nature
- ✦ Physiology
- ✦ Psychology
- ✦ Art & Design
- ✦ Storytelling





*It's not just eye candy...  
it's soul food*



*Our judges could see the huge benefits that these books would bring to children, planting the seeds for mindfulness and self-care in future years...*

*I love the way this makes breath and mindfulness feel magical*

Eleonore Compton,  
Deputy Editor, Junior



# AN ENCHANTING MINDFULNESS COMPANION FOR CHILDREN

## "Once Upon A Breath... In A Magical Forest"



Discover the first of its kind - a beautifully crafted flipbook, designed to stand on your desk for a daily mindful moment of calm and connection.

Thoughtfully designed for children aged 3-10 years, to spark a family ritual with lifelong ripple effects.



*The Meditation side  
guides children to use their breath as a  
superpower*

Plant the seeds of a growth mindset and nurture emotional literacy as you enjoy creating over 1,000 mindful stories together

*The Mantra side  
allows children to create their own growth  
mindset affirmations*



# DEDICATED TO PURPOSE, DESIGNED FOR PLAY

*"What we learn with pleasure, we never forget"*

Alfred Mercier



✓ Screen-free and simple - yet engaging and expansive

✓ Empowering child-led mindfulness practise with "build-your-own" story design



✓ Each card invites curiosity, calm and connection through visual prompts guiding your mind, body and breath

✓ Create over 1,200 flows, backed by science, brought to life with whimsical hand-illustrations



✓ Flip to flow through a meditation on one side, and spin around to see your positive affirmation on the other

✓ Easel stand design, stands on the desk or bedside for daily inspiration



✓ Presented in a beautiful drawer box for a truly unique gift experience

✓ Thoughtfully crafted with eco-friendly materials, soft-touch rounded cards, linen and gold to give you a feeling of luxurious tranquillity



*Self-regulation*



*Emotional Intelligence*



*A Growth Mindset*



*Self-esteem*



*Empathy*



*Resilience*



*Self-awareness*



## OUR MINDFUL COMMUNITY

### Supporting young children & families

#### Families



#### Children 3-10yrs



#### Grandparents & carers



#### Mindful Mums



### What are these conscious consumers looking for?

Search



- ✓ Helping children manage stress
- ✓ Gifts under £35
- ✓ Mindfulness activities
- ✓ Calming tools for children
- ✓ Healthier lifestyle
- ✓ Engaging kids off- screen
- ✓ Bedtime rituals
- ✓ Emotional regulation support

### Supporting those supporting others

#### Teachers & therapists



- ✦ School counsellor
- ✦ Child therapists
- ✦ Tutors
- ✦ Bibliotherapists
- ✦ Special needs teachers

“It's the perfect resource for our calm corner, sensory rooms and SEN children

#### Health & wellbeing professionals



- ✦ Clinical waiting rooms
- ✦ Children's hospitals
- ✦ Chaplains
- ✦ Yoga teachers
- ✦ Wellness coaches

“A beautiful mindfulness companion sparking curiosity and connection

# EMPOWER AND SURPRISE YOUR CUSTOMERS

*Invite customers to discover a hidden gem*



- ✦ Award-winning, innovative mindfulness tool
- ✦ Not yet widely available
- ✦ Interactive, tactile customer experience
- ✦ Eye-catching design inviting curious customers

*A mindful gift that keeps on giving*



- ✦ Be part of a growth story - create a ripple effect in your community
- ✦ Become a trusted supplier of mindful resources to children, parents, professionals
- ✦ Deliver a feel-good product that people want to talk about

*Support your conscious consumers and a female-led start up*



- ✦ Diversify your offering from female-led, ethnic minority owned businesses
- ✦ We use FSC, recycled materials and soy-ink
- ✦ Offer products with further support - we're Breath Coaches actively supporting customers on their wellbeing journey



ORDER YOURS TODAY



*Thank you for your interest in Flip & Flow, we look forward to taking you and your customers on Mindful Adventures!*

Order quantity: The books come in cartons of 20 units  
(To support other small businesses like ours, we currently offer an MOQ of 10 units on request)

Lead time for delivery is 2-8 weeks depending on quantity and location (dispatched from London)

Scan to order



Product Details: "Once Upon A Breath...In A Magical Forest"

- ~ Spec: Hardback cover, wire-bound on an easel stand, wrapped in gold embossed linen; 48 loose leaf cards pages, including guide for children and adults.
- ~ Each book in the drawer box measures: 320 x 165 x 35mm, weight 725g
- ~ Manufactured in China, with recycled ESKA board, FSC certified paper and Soy-based inks
- ~ Flip & Flow is a reg. trademark in the UK & USA; published in Feb 2022; all copyright reserved to Zen Squared Creations Ltd.

LET'S STAY CONNECTED

*We'd love to hear from you - and if you'd be interested in our forthcoming Adults Flip & Flow?*



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@flip\_and\_flow



Breathe ~ Empower ~ Flow

*"If you only read the books everyone else is reading...  
you can only think what everyone else is thinking..."*