



The Toy Man™ 2007 Product Guide

Product : Karito Kids - Lulu from Kenya	MSRP: \$99.99 USD
Company URL: http://www.karitokids.com	RATING: ★★★★★



Karito Kids - Lulu from Kenya

Reviewed by: Rev. James G.W. Fisher - Product Evaluation Specialist

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There are plenty of innovative ideas on the block when it comes to life-like dolls, but no one has taken collectible dolls to the level which KidsGive™, LLC has done with their Karito Kids®. This is especially true with "Lulu from Kenya" with the incredible amount of detail in every aspect from the clothing to the color of the skin.

Product Type	Release Year	Primary Usage	Target Age / Max. Weight	Target Gender
Dolls - Collectible	2007	Consumer	6 - 12	Female

Product Review Ratings

* Rating based on scale from 1 to 5, with 5 being the best.

Design Quality	Educational Value	FunFactor™	Innovation	Marketing Value	Visual Appeal
5	5	4	5	4	5

Trade Industry Sales Types

Wholesale Retail Reseller Online

Introducing Lulu From Kenya

Now innovation in concepts and ideas that isn't a knockoff of other pre-existing products can often-times be a rarity. There is no question about it that this is not the case here. Lulu from Kenya is like no other doll on the market. Lulu creates an environment of learning that stimulates the imagination and a child's

creative thought.

Lulu Rehema Kibwana may only be 11 years old but she is the co-host of a kid's TV show, where she loves to talk about her favorite sport, soccer (called football in her home country of Kenya). Like all the Karito Kids, Lulu is a 21" poseable play doll with a unique face sculpt that reflects the beauty of her ethnicity. Lulu comes with a hard-bound fictional 143-page chapter book that includes a fun 8-page scrapbook done by Lulu about her country!

Realistic And Accurate Detail Is A Primary Feature

Every detail of this doll demonstrates a meticulous personal appearance, just as with all the rest of the Karito Kids. One feature in particular that was most striking in the evaluation, is what Lisa Orman, the PR rep for this company had to say. "*When the creators of this doll were determining the level of color of the skin, they requested the factory rep to add more of deeper tone to skin color of the mix.*"

Now to you as a reader, you are probably responding the same way as the factory rep did, wondering the reason for this. Lisa went on to explain; "*It was strongly emphasized that the toner was to be added until it was the deep tone which they felt would be more accurate to a real live girl from Kenya.*" This was an ingenious move which most other companies do not choose to take. By making the tone of the skin more accurate it enhances the realism of the doll dramatically.

What I personally found most interesting with the Karito Kids was how important the level of detail was to the creators of these dolls. An incredible amount of research was done on each character. This included study as to the culture and environment of the country which each doll represents. There was a strong emphasis in regard to allowance for any variance from accurate information to ensure that the doll is more than just a poseable character, but rather an educational tool and friend.

Critical Skills Development

Critical skills development is a very strong concern in our evaluations. Karito Kids - Lulu From Kenya is a product which brings attention for us in regard to the degree of potential critical skill development which can be developed from use of the doll, book, and accessories available. Critical skills development is important in a child and Karito Kids - Lulu From Kenya contributes greatly to development of critical skills. With a combination of being a poseable doll, having an informative book, strong and accurate detail in multiple aspects, this product helps a child develop essential skills greatly. Coordination, memory, focus, attention span, executive action capability, as well as visual and spatial perception skills are enhanced greatly from continued use of this product.

Karito Kids - Lulu From Kenya is by far one of the most impressive product I have reviewed which encourages learning and social interaction. Unlike "*other*" poseable dolls which are so prolific in their development for capturing the market with no concern for development of good and ethical moral standards, Karito Kids - Lulu From Kenya creates an entirely new standard that will be sure to be a great seller.

Safety Is More Than Just A Concern With Karito Kids

As I stated earlier, when it comes to the Karito Kids, every detail is of primary concern, especially so when it comes to ingredients used in the manufacturing of each doll, just as with Lulu. Lulu is made of phthalate-free vinyl with a torso that is 1/3 vinyl and 2/3 soft 100% cotton filled with polyester fill. It is quite flexible to withstand extended use with every part even down to the clothing being nothing but the best in quality and design. This same thinking even carries on to the delightful book that come with each Karito Kid.

In the manufacturing of the Karito Kids, even the adhesives used to create the informative book about where Lulu lives as well as the process to produce the paper and other materials were all concerns with the folks at KidsGive, LLC, the creators of the Karito Kids. Not a single detail was lacking in attention. It is the desire of the company not just to make a profit, but rather design a product which a child will cherish and learn from, not having to worry about having it taken away due to a product recall. Profit comes on its own as a fringe benefit of taking the time to care like this.

A Few Final Significant Details of Interest

Karito [ˈka-reeˈ-ˌtoe], is a word from the constructed international language, Esperanto, meaning charity and love of one's neighbor. The concept of Karito Kids® by KidsGive™ is that they are not just dolls and books – they are a philosophy. It is established fact that children around the world are fundamentally the same and that, given the opportunity, they will want to help each other. The folks at KidsGive are of the fervent desire to help teach children around the world about the importance of social responsibility and charitable giving. This is but one of many unique details that make Karito Kids so special.

There are four more girls in the Karito Kids group. Each one represents a different culture from around the world. The dolls and their adventure books will take you around the world where you will learn fun and interesting facts about different cultures and countries.

What really sets these dolls, books, and accessories apart from all the rest, is an activation process where a child or family is enabled to help children in some of the countries that they learn about with Karito Kids. After entering the special code found with each doll, book or accessory, people are able to read about four projects that KidsGive™ is supporting and actually vote for the one to have KidsGive™ direct a donation. Now if that isn't powerful enough, the option to get email that tells you about the progress of the project is also available! Each doll, book, or accessory is more than just a product, it creates a productive humanitarian effort that stimulates the mind of a child and encourages positive ethical values.

The Final Individual Ratings Explained

While other organizations will define their ratings in a "blanket" method which simply defines each rating in an overall usage, we choose to take a different approach. Each individual rating that was assigned to this a product based upon our evaluation process, is briefly explained as to how that specific rating score was reached. The ratings for this product are listed below.

Design Quality: Rating Level **5** - The design quality of Karito Kids - Lulu From Kenya is quite high. Every detail of this doll demonstrates a meticulous personal appearance, just as with all the rest of the Karito Kids. With a combination of being a poseable doll, having an informative book, strong and accurate detail in multiple aspects, this product helps a child develop essential skills greatly. Coordination, memory, focus, attention span, executive action capability, as well as visual and spatial perception skills are enhanced greatly from continued use of this product.

Educational Value: Rating Level **5** - The educational value of Karito Kids - Lulu From Kenya is the highest in scoring. Educational value is based upon how much it contributes to learning for a child. With this product a child doesn't simply learn about another culture, they are educated in fundamental values and concepts of other cultures in addition to encouragement of greater social interaction and critical skills development.

FunFactor™: Rating Level **4** - The FunFactor™ was a no-brainer. Karito Kids - Lulu From Kenya creates an environment of fun for a child and those around the child. With the hands-on experience for kids playing with Lulu, it was quite interesting to see that FunFactor™ was quite high, while at the same time reserved to a small extent. This is primarily due to the fact of the product is not designed to be one which creates high level of excitement. Karito Kids - Lulu From Kenya is more educational and encourages a more subtle type of play where the FunFactor™ is still a high level, just not as visibly evident. Combining the evaluation scores with the responses from the parents and kids using the product, a rating of "4" was the final score in its individual rating for FunFactor™.

Innovation: Rating Level **5** - Innovation is a tough one to establish a high rating with, but Karito Kids - Lulu From Kenya managed to pull it off most assuredly. Innovation level weighs heavy in the rating of a product for induction. Creative new ideas and designs are in constant demand but some times finding the creativity in ideas and design can be limited. Karito Kids - Lulu From Kenya demonstrated innovation to the highest degree with the simplistic design yet accurate detail that generates a high level of fun while at the same time contributing to critical skills development for a more than reasonable price.

Marketing Value: Rating Level **4** - When it comes to marketing value, this was a tough one to determine. Although Karito Kids - Lulu From Kenya provides the utmost of quality and innovation in design and functionality, it rates high in potential for marketing value yet was still docked a point in its individual rating for marketing value. The price point is more than fair and the sales potential is off the scale, yet at the same time, a concern come into play with the size of the box. The large box can be seen as a burden to

stocking on a store shelf because so much room is taken up. The dilemma which a retailer has to face is that the larger box can mean having to lose valuable shelf space for holiday sales season with other products, or place minimal stock of this product on the shelves which could potentially translate into restocking more often than usual.

Visual Appeal: Rating Level **5** - Visual appeal was an easy rating to evaluate. Just a mere glance at Karito Kids - Lulu From Kenya and your attention is already captured. Such unique and defined detail that is a sure sell is a very positive aspect of the visual appeal. As part of our evaluation, Karito Kids - Lulu From Kenya was carried around town in Las Vegas in the city itself and at a trade show, then in NYC Times Square area. The number of people turning their head and doing a double-take on the product was literally beyond measure. Just imagine the impact on a store shelf!

EVALUATION RESULTS - From evaluation for induction into "The Toy Man™ Product Guide"			
Overall Rating: 5	Seal of Approval: Approved	Award of Excellence: Approved	eChoice Award: Selected

THE TOY MAN™ SEAL OF APPROVAL



SEAL OF APPROVAL

2007

"*The Toy Man™ Seal of Approval*" is an emblem of recognition for products which meet the high standards set forth by the International Parenting Institute™ (IPI™). These standards are represented through strict product evaluation guidelines which were created by IPI™ for adoption and use by The Toy Man™ Product Guide.

It is important to realize that this emblem is modeled after the "Good Housekeeping Seal of Approval™", an emblem of recognition for products which meet the high standards set forth by the Good Housekeeping Institute™.

THE TOY MAN™ AWARDS



2007

The Toy Man™ Award of Excellence - The products which become recipients of The Toy Man™ "Award of Excellence", are part of a limited number which rise to the very top in their evaluation. They demonstrate quality in design, safety, and value, and in their evaluation results they receive a rating of "5" which is the highest level available.



2007

"*The Toy Man™ Editors Choice Award*" (a.k.a. *eChoice™ Award*) - This is more than just an award, this is the "brass ring" so to speak; the award that serves as an emblem of recognition for products / services which contribute *substantially* to positive productivity. This productivity is measured in the value of potential cognitive/critical skill growth and/or overall improvement in an individual or group.