



RESCUE® Kids

Growing up isn't always child's play:

Helping to soothe children's worries - new alcohol-free RESCUE® Kids drops

“You can do it!” – Of course parents want their children to develop plenty of self-confidence so they can deal with those times when things don't quite work out as expected and can face up to conflicts with courage. But no matter how much you nurture and foster feelings of self-esteem and confidence in your kids there are certain times when they suddenly lose their self assurance and feel extremely anxious. Such moments can be triggered off by the thought of an imminent test at school or appointment with the dentist. And sometimes such worries are so pronounced that they can keep children awake at night. For those mood swings when a bit of confidence and a sense of inner balance is called for we now offer a little confidence booster especially for children. It's based on a well known principle – new alcohol-free RESCUE Kids contains the RESCUE blend of Original Bach® Flowers. The drops help to relieve anxiety about potentially worrying situations and enable children to interact with greater confidence.

RESCUE® – a remedy known to the adult world for years

Many parents are familiar with the famous Original RESCUE drops invented by the British doctor Edward Bach. In 1936 he developed his Bach Flower Remedies which use 38 specific essences from the flowers of wild plants and trees to relieve emotional distress. For particularly stressful situations Dr. Bach combined five of his flower essences to make the RESCUE remedy which has enjoyed worldwide success. Many celebrities openly swear by the benefits of Dr. Bach's original “consolations”. Right up to today the Original Bach Flower Essences are made according to Dr. Bach's precise instructions at Nelsons in England. With RESCUE Kids drops the RESCUE remedy is now available in an alcohol-free form.





Self-confidence is the key to inner strength

Children can display many subdued or agitated responses to situations which adults readily understand. A sudden confrontation with large animals, the worry about failing an exam or not succeeding at a particular challenge, or simply a lack of self-confidence in handling conflicts with other children of the same age are just some examples of these. Moreover, children can quite often have irrational fantasies: No sooner is the light turned off in the bedroom than monsters suddenly lurk under the bed, making bedtime a regular ordeal every evening. We have to understand that all feelings are very real for children, so they should never be made fun of. Rather than leaving emotionally anxious children on their own it is important to offer attention and a feeling of security at all times, and to try to work out solutions to their worries. It is easier to overcome doubts, nervousness and anxiety when children feel they have support. Established rituals also help children to improve their ability to deal with conflict situations and to reduce feelings of self-doubt. For children's self-development it is extremely important that they learn to face up to problem situations and experience the feeling of overcoming these with courage. After all, every time we manage to overcome difficulties we also push out the boundaries of our capabilities that little bit further, and gain more self-confidence as a result.



RESCUE® Kids: A little fire brigade that calms children's anxieties



Parents can't always be there in the background to protect their children from stress whenever a conflict situation arises. And there are times when children are so caught up in their anxiety and insecurity that even the best words of comfort no longer help. New RESCUE Kids offers support in these kinds of situations. The famous Original Bach Flower Remedy in a new alcohol-free preparation helps children achieve an inner sense of balance and regain



their confidence. RESCUE Kids acts as a kind of fire brigade that calms children's anxieties whenever they have feelings of self-doubt and what matters is to maintain or restore their inner balance.

Like all Original Bach Flower products RESCUE Kids is easy to administer: Simply dispense four drops on the tongue or in a drink whenever children feel very worried about an important event in their lives or remain highly anxious after a difficult situation. It's perfectly OK to repeat this a number of times over or administer the drops the night before a stressful day if your child is having difficulties getting to sleep. Frequently, children who have already used Original Bach Flowers ask for them when they want to have confidence booster drops.

Alcohol-free RESCUE Kids are available over the counter as 10 ml drops at drugstores and chemists. The Original RESCUE product range also comprises the well known RESCUE Drops and Spray, RESCUE Gel, RESCUE Cream and RESCUE Pastilles.

Further information on Original Bach Flowers and RESCUE products can be found at:
www.haenseler.ch and www.bachbluetenwissen.ch

Distribution and sales in Switzerland: Hänseler AG, CH-9101 Herisau