

# PHASE

A TIMEFRAME

— IN A — KID'S LIFE WHEN YOU CAN

LEVERAGE

DISTINCTIVE OPPORTUNITIES TO INFLUENCE

— THEIR — FUTURE.

**ZERO**

TO

**ONE**



THE PHASE  
**WHEN**



**NOBODY  
SLEEPS,**

AND ONE  
MESMERIZING BABY



**EVERYBODY SMELLS,**

CONVINCES YOU,

**"I NEED YOU NOW."**

# ONE & TWO



THE PHASE  
WHEN

AND ONE  
EAGER TODDLER

WILL INSIST,

NOBODY'S  
ON TIME,

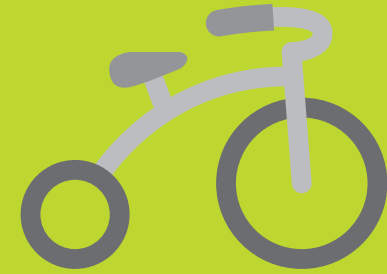
EVERYTHING'S A MESS,

"I CAN DO IT."

**THREE**

**&**

**FOUR**



THE PHASE  
**WHEN**



ANYTHING CAN BE  
**IMAGINED,**

AND ONE  
CURIOUS PRESCHOOLER



EVERYTHING CAN BE A GAME,

**WANTS TO KNOW,**

**"WHY?"**

# KINDERGARTEN — & — FIRST



THE PHASE  
**WHEN**



UNFILTERED WORDS  
MAKE YOU LAUGH,

← HOMEWORK MAKES YOU CRY,

AND LIFE BECOMES  
A STAGE



WHERE YOUR KID SHOUTS,

## "LOOK AT ME."

# SECOND — & — THIRD



THE PHASE  
**WHEN**



**FAIRNESS**  
MATTERS MOST,

AND YOUR  
ENTHUSIASTIC KID



DIFFERENCES GET NOTICED,

↓  
THINKS ANYTHING

**“SOUNDS LIKE FUN!”**

# FOURTH — & — FIFTH



THE PHASE  
**WHEN**



**FRIENDS ARE  
BEST FRIENDS,**

AND YOUR  
CONFIDENT KID



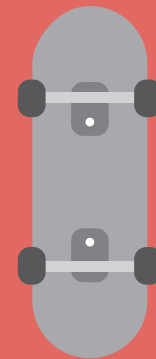
**GAMES ARE FOR COMPETITION,**

**WILL INSIST,**

**"I'VE GOT THIS."**

# SIXTH

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THE PHASE  
WHEN



THERE'S NEVER ENOUGH  
GROCERIES,

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AND A DRAMATIC KID  
THAT NEEDS SOMEONE



TOO MANY HORMONES

↓  

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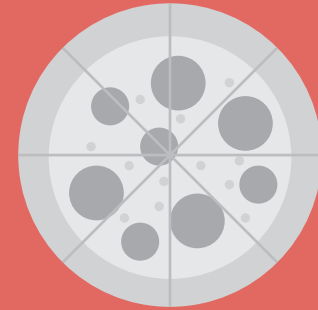
TO PROVE,  

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**"WHO CARES."**



# SEVENTH — & — EIGHTH



THE PHASE  
WHEN



NOTHING YOU DO  
IS COOL,

AND ONE  
SMART KID



EVERYTHING IS FUN IN A CROWD,

↓  
—  
WILL KEEP REMINDING YOU,  
—

“YEAH . . . I KNOW.”

# NINTH

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THE PHASE  
**WHEN**



FRIENDSHIPS SHIFT,  
**GRADES COUNT,**

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AND INTERESTS CHANGE SO OFTEN

**YOUR TEENAGER**



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HAS TO EXPLAIN

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**"THIS IS ME NOW."**

# TENTH

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THE PHASE  
WHEN



"EVERYONE ELSE  
CAN . . . , "

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AND YOUR  
RESOLUTE TEEN



"NOBODY ELSE HAS TO . . . ,"



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WILL PUSH YOU TO ANSWER,

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# "WHY NOT?"

# ELEVENTH

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THE PHASE  
**WHEN**



THERE'S LESS  
**DRAMA,**

AND YOUR VERY  
BUSY TEENAGER



**MORE STRESS**



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ANSWERS ALL YOUR  
QUESTIONS WITH

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**"JUST TRUST ME."**

# TWELFTH

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THE PHASE  
**WHEN**



YOUR EMERGING  
ADULT PULLS AWAY,  
**GETS CLOSER,**

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**AND YOU BOTH**



DOES THINGS FOR THE LAST TIME



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START ASKING,

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**"WHAT'S NEXT?"**

**EIGHTEEN +**



THE PHASE  
**WHEN**



YOUR EMERGING ADULT  
PULLS AWAY MORE,  
NEEDS YOU AGAIN,

**AND YOU BOTH**



DOES THINGS FOR THE FIRST TIME



**KEEP ASKING,**

**“WHAT NOW?”**