



<b>Product :</b> Nana Star and the Moonman	<b>MSRP:</b> \$15.95 USD
<b>Company URL:</b> <a href="http://www.nanastar.com">http://www.nanastar.com</a>	<b>RATING:</b> ★★★★★



## Nana Star and the Moonman

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

Product Evaluation Summary Date: 08/11/2008

The Next Inspiring Story in the Nana Star Series. Nana Star is ready to bring the lost baby star back home where he belongs, but the world has gone to bed and she feels scared and alone. With help from a new friend, she learns that she is never alone, that the Moonman is always watching over and guiding her, even when she can't see him.

Product Type	Release Year	Primary Usage
Books - Word / Picture / Story	2008	Consumer/Education

### Product Evaluation Summary Ratings

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

Content Quality	Design Quality	Durability	Educational Value	Reading Response	Visual Appeal
5	5	4	5	5	5

### Trade Industry Sales Types

Wholesale  Retail  Reseller  Online

### Industry Memberships



### Safety / Quality Classifications

<b>CE Marked</b> <input type="checkbox"/>	<b>UL Approved</b> (Not Applicable)	<b>JPMA Certified</b> (Not Applicable)
<b>ASTM Compliant</b> <input checked="" type="checkbox"/>	<b>Eco-friendly</b> <input checked="" type="checkbox"/>	<b>Eco-conscious</b> <input checked="" type="checkbox"/>

<b>Independent Lab Tested</b> <input type="checkbox"/> (Unconfirmed)	<b>Independent Lab Name</b>	
<b>Lead Level</b> (Complies with 16CFR 1303 Regulation) <input type="checkbox"/>	<b>Lead &amp; Other Heavy Metals Level</b> (Complies with ASTM F963) (Not Applicable)	<b>Phthalates Level</b> (Complies with CA Phthalates Regulation - 6 Types) (Not Applicable)
<b>Flammability - Solids</b> (Complies with 16 CFR 1500.44) <input type="checkbox"/>	<b>Flammability - Textiles</b> (Complies with 16 CFR 1610) (Not Applicable)	<b>Mechanical/Physical Tests</b> (Complies with ASTM 1963/16 CFR 1500) (Not Applicable)

Manufactured In	Safety Hazard/Warnings
China	None

### *An Inspiring Story Which Children Will Love!*

Nana Star and the Moonman is a fabulous book which you will find is not only a delight to the children it is read to, but an even greater delight to the orator who is reading it to a child. It has such an incredible influence of comfort that adults can even be caught on occasion, sitting in their favorite spot or in front of a fire, enjoying the peaceful essence of dreams that the book conveys.

In many of the children's books we find today, the flow of the plot is a jumbled mess of confusion with no real structure or benefit. Nana Star and the Moonman raises the bar for those wanna be children's books that are merely an object to turn a profit. With an awe inspiring plot that is not soon forgotten, Nana Star and the Moonman shares a comforting message about friendship and faith.

### *An Invaluable Contribution To Society*



In order to gain a full understanding of the award winning book, "*Nana and the Moonman*" and the importance of its association with the [Moonman Lovey](#) plush doll, you first need to be aware of what the book is all about. In "*Nana and the Moonman*", Nana Star is ready to bring the lost baby star back home where he belongs, but the world has gone to bed and she feels scared and alone. With help from a new friend, she learns that she is never alone, that the Moonman is always watching over and guiding her, even when she can't see him.

It is very well documented fact that content which the brain is exposed to prior to sleep influences the content created in a dream state. (*Jpn J Psychiatry Neurol. 1992 Mar;46(1): 7-22. National Center of Neurology and Psychiatry, Kodaira, Tokyo, Japan*). In this analogy, Moonman lovey takes the positive essence of the book and brings it to life with the plush character, Moonman. "*Nana and the Moonman*" is a perfect combination with the Moonman Lovey, plush doll. A mother or other caregiver can read "*Nana and the Moonman*" to a child as he or she cuddles close to Moonman and is taken into the storyline as they begin their journey into their own private land of dreams.

What you have in essence here is a book which is an ingenious effort in positive value association. Now take this one step further by adding the [Moonman Lovey](#) plush doll and what you will have is an invaluable asset to a mother and child. Cost-effective, popular, and a proven positive contribution to a mother and child. In the case of this product summary evaluation we are just talking about the book, "*Nana and the Moonman*", but just imagine the possibilities of the Moonman and the book, "*Nana and the Moonman*" and Moonman together!

### *Some Books Have It, Others Simply Don't*

You cannot just simply sit down and write a children's book at the drop of a hat. A God given inspiration to write and develop a storyline is needed to ensure the delivery of a book which will move the emotions of its readers, stir their spirit and bring forth a positive contribution. In our evaluation of Nana Star and the Moonman it was clear to see that a storyline of personal comfort and inspiration was conveyed in this book. To put it more simply, some books have it, while others simply don't...Nana Star and the Moonman has that essence of thought and emotion within the storyline which both the orator and child can relate in one way or another.

Nana Star and the Moonman is part of a group of adventures in a series of award winning books that stimulate the imagination of a child. The very foundation of Nana Star and the Moonman and the rest of

the books of the series, present solid, positive values that are so important for a child. Through an imaginative combination of color, sound, and text, important factors such as friendship and kindness are taught with a writing style which is not aggressive, more subtle and soothing to a child.



As I am sure you noted earlier, I made mention of the word "*sound*". Now your first thought might be in wondering of how sound could be associated with a book, but this is where Elizabeth Owens, creator of the Nana Star characters excelled! Understanding that not everyone has the capability of seeing text clearly, if at all, she created a wonderful CD which not only has the entire story in an audio format, but also features a sing-along song to enhance the experience and add even greater value to the book!

Nana Star and the Moonman is a book which reflects the idea of good morals and kindness, the values which the creator of the book upholds in her own life. It brings back a reminder of the importance of closeness within a family. A tool to influence a mother into remembering that her children come before anything outside of God.

#### *Consumers Have Their Say About Nana Star and the Moonman*

Consumers have no hesitation in telling you what they think of a product when given the opportunity and it isn't always what you desire to hear. This being the case, doing random hands-on consumer evaluation of products really tells you a lot. The REAL opinions that let you know just how good a product really is and if needed, how to improve upon it.

Nana Star and the Moonman was a most interesting product in regard to the consumer hands-on evaluation portion of our evaluation. Nana Star and the Moonman and the Moonman Lovey plush doll itself, pulled a very solid interest in our hands-on product evaluation at multiple public locations in Las Vegas, NV. Along with a very large number of toys, games, and other juvenile products which were all being provided for random evaluation by consumers, Nana Star and the Moonman were on top of their game at all of the locations.

It was a very interesting point to see the surprisingly large turnout of mothers and toddlers who wanted to have an opportunity to see and hold Moonman as well as read the book, Nana Star and the Moonman. Many of the mothers were delighted to sit next to their strollers in the 108 degree heat at the local parks and read "*Nana and the Moonman*" to their child while the child held onto Moonman for dear life. Many of the toddlers or younger children displayed all kinds of amusing expressions as their mothers read to them, all of them eventually going into a slumber before their mother was finished with the book.

The responses from the mothers were nothing but great! One mother shared with us, "*This Moonman is so cute you just want to hold him close; if you just close your eyes and forget everything else, you begin to feel all warm and fuzzy.*" That proved to be a rather humorous statement when her friends began chiding her about it, emphasizing how "*That doll had better make you feel warm when you consider the heat out here today!*" After all the joking was over, all of the mothers agreed that the little "*luvaby*" from Moonman was very soothing and they found them selves wanting to hear it again and again. At the same time, Nana Star and the Moonman was not spoken about as much, yet there wasn't a single mother who was a

participant who didn't ask if they could have Nana Star and the Moonman and the Moonman Lovey!

For the participants at the local mall we used, there was plenty of interest in playing with Moonman and reading Nana Star and the Moonman for both adults and kids. Everyone was having fun squeezing Moonman's tummy and seeing the face light up as they heard the soft music coming from Moonman. It was simply amazing the incredible interest in such a simple little doll. At the same time Nana Star and the Moonman was pulling plenty of attention as it captured the hearts of every reader. Once they had seen Nana Star and the Moonman and began reading, there was no turning back...they were now Nana Star and the Moonman fans!

When we compiled our feedback forms from all of the public demo locations, we discovered almost all of the participants were simply overjoyed with Nana Star and the Moonman and the Moonman Lovey. Nana Star and the Moonman has undoubtedly proved to be a very popular hit in our consumer hands-on evaluation.

### Your Opinion Counts

Your opinion counts whether you realize it or not. Maybe you were not on of the hands-on evaluation participants, but your opinion still counts all the same. We welcome you to share your opinions about this game or the product evaluation summary itself in our "[Ask The Toy Man" Blog / Forum](#) for others to see what you have to say.

### *A Sampling of Some Of The Primary Ratings Scores*

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 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. Please remember that these are just six primary evaluation categories that are part of a far greater overall group of evaluation categories used for our product evaluation.

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**CONTENT QUALITY:** Rating Level **5** - The content quality of Nana and the Moonman was a tough one to call at first but it was soon determined that it was a top level book in this category. The flow of the content was consistent with the style and high quality so familiar with the Nana Star series. The imagery was simple yet most alluring to look at with a very well balanced equilibrium between the text and the imagery. The storyline was nothing but the best! The final analysis in our evaluation came to a perfect score of "5" in this category. No question about it, that score was duly earned.

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**DESIGN QUALITY:** Rating Level **5** - It is important to understand that when we speak of design quality, we are not referring to the author's content or art, but rather the actual materials of the book and how well they have been put together to create the book which we have evaluated.

The design quality of Nana Star and the Moonman was a tough one to call at first due to the protective and colorful quality paper cover of the book which can be easily damaged, but this is not a matter of durability, it is a matter of quality in design. Books with this kind of design are the ones that convey a message of quality and value. The design of the book is simple as can be, yet it is still a masterpiece of quality. The quality of design pretty much assures extended use under the strongest wear and tear a child can deliver within reasonable bounds. The final analysis in our evaluation was a perfect score yet again. The quality in design was there and a perfect score of "5" was well deserved.

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**DURABILITY:** Rating Level **4** - Durability was the same ranking as with our design quality. The durability level pretty much assures extended use under the strongest wear and tear a child can deliver within reasonable bounds. The binding is of the highest quality and is designed to be used in commercial application where excessive use is common and durability is an absolute need. It is undoubtedly made to last through repetitive and extended play. The only downside once again was the paper cover which obviously will not last long with excessive use, especially when associated with toddlers environment. The final analysis in our evaluation of Nana Star and the Moonman in this category was a rating of 4 out of 5.

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**EDUCATIONAL VALUE:** Rating Level **4** - Nana Star and the Moonman was expected to be a challenge in determination of this category rating but it was far from that. Nana Star and the Moonman is a book which reflects the idea of good morals and kindness, the values which the creator of the book upholds in her own life. It brings back a reminder of the importance of closeness within a family. A tool to influence a mother into remembering that her children come before anything outside of God. This is an essential but often over looked part of education. Add to that the reading and audible stimulation of the content and you have a knockout product. Educational value was in actuality a clear cut perfect score.

**READING RESPONSE:** Rating Level **5** - The reading response posed a greater challenge due to the evaluation method for this age group is far different than older juveniles. Nana and the Moonman is nothing short of the very best in this category. In our evaluation we have to go by the book and our guidelines are designed to keep personal opinion as far out of the picture as possible. With that thought in mind, we established that Nana and the Moonman is a sure thing for repeat sales not just alone, but even more so with the Moonman Lovey plush doll. Combined with the book, "*Nana and the Moonman*" from which Moonman had come into being, Moonman would be a perfect combo. Considering all of our evaluation scores, Nana and the Moonman pulls a perfect score in this category.

**VISUAL APPEAL:** Rating Level **5** - When it comes to visual appeal, Nana and the Moonman was over the top in this category. With not just a colorful and imaginative high quality book cover, the illustrations within the book were just as magnificent. A collections of imagery which tells a story all on its own. Now that is truly defining the meaning of visual appeal. Nana Star and the Moonman rated a perfect score in this category.

**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

2008

**"The Toy Man™ Seal of Approval"** serves as an emblem of professional recognition for having met the high standards of The Toy Man™ Product Guide for quality, safety, value, and product integrity. In essence, only the products submitted for our evaluation which have what it takes to meet our high standards are approved for induction!

*It is important to realize that this emblem was established in 1971 by the INTERNATIONAL PARENTING institute™ (IPI™), for exclusive use by The Toy Man™ Product Guide in its product evaluation process. It is modeled after the "Good Housekeeping Seal of Approval™", an emblem of recognition for products which meet the globally recognized high standards set forth by the Good Housekeeping Institute™.*



2008

**The Toy Man™ Award of Excellence** - The products and services which become recipients of The Toy Man™ "*Award of Excellence*", are those which rise to the very top in their evaluation. These products/services not only passed our strict and constantly evolving evaluation guidelines, their evaluation earned an overall category rating of "5", the highest level of rating available on a 1-5 scale basis.



2008

**"The Toy Man™ eChoice™ Award"** (*Editors Choice 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 skill growth and productivity. This productivity is measured in the value of potential cognitive/critical skill growth and/or overall level of improvement in an individual or group from the use of a product or service.

**PLEASE NOTE:** *If this review is for 2008 or later, the award image displayed is the new 2008 version of the eChoice Award. The former version of the eChoice Award has been retired but is still valid.*