



For Immediate Release

October 21, 2019

Laughing and sucking a pacifier - just like a real baby with expressive reactions!

A caring plush toy that adorably “sleeps” with its eyes closed

## Dakkosite Nerun

To be launched Saturday, October 26, 2019

**\*\*“Sleep” was ranked No.2 for what dads have difficulty in when child-rearing!!  
<Super Daddy Association Survey>\*\***

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces launch of **“Dakkosite Nerun (Cozy Dozy),”** a caring plush toy that adorably “sleeps” with its eyes closed (total of 2 types/SRP: JPY5,980 each/tax not included), on Saturday, October 26, 2019 at toy stores, toy sections of department stores/mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



Among “caring pet toys” that are very popular among children today, “Dakkosite Nerun (Cozy Dozy)” is distinctive in that it can be “taken care of” and be “put to bed.” It communicates aloud, blinks, laughs when “amused” by being patted on the head and stomach, and falls sound asleep, breathing softly when it is gently put to bed with a pacifier popped into its mouth. Its reactions are expressive just like a real baby, full of elements that make children always look forward to taking care of it.

“Taking care” of Nerun (Cozy Dozy) and “putting it to bed” will nurture children’s imagination and a tender heart. The way they “take care of Nerun (Cozy Dozy) with all their might” will naturally bring smiles to dads and moms, making it an enjoyable toy for parents and their children.

A questionnaire on “Putting Children to Bed” was carried out by “Super Daddy Association”<sup>(\*)</sup>, an association proposing dads to actively participate in rearing children, to its 20 association members (“Super Daddies”). According to the questionnaire, in regard to child care actively conducted, “Playing/Planning outings” (90% or more) was ranked first and “Discipline/Education” (75%) and “Bathing” (75%) second, respectively. On the other hand, for difficulties experienced, “Discipline/Education” (50%) was ranked first, followed by **“Sleep” (35%) ranked second.** “Dakkosite Nerun (Cozy Dozy)” is recommended not only to children but also to “pre-dads who will be fathers in the future to practice putting children to bed” and to “dads who are child-rearing” to “put their children to bed using Nerun (Cozy Dozy)” and to “play caretaking together.”

We readily had Super Daddies of Super Daddy Association experience “Nerun (Cozy Dozy).” Videos where they tried “putting Nerun (Cozy Dozy) to bed with their children” are posted as they arrive on the official website ([www.takaratomy.co.jp/products/nerun/](http://www.takaratomy.co.jp/products/nerun/)) from Monday, October 21, 2019.

### \*About Super Daddy Association

Super Daddy Association is a group established by dads and for dads, proposing dads to actively participate in rearing children for those born in Japan. Still, for dads who are family's breadwinners, work comes first. Therefore, effective ways to rear children, closely and with depth within a limited range of time outside work, are thought out and put into practice by the members.

In fall 2019, such Super Daddy Association established a "Super Daddy Research Institute" where fathers' real voices are studied and by which a questionnaire on "Putting Children to Bed" was carried out. The results are presented in the **official website** (<http://superdaddyjapan.com/>).

**SUPER DADDY  
ASSOCIATION**



### Introduction of "Dakkosite Nerun (Cozy Dozy)"

#### ★Caretaking★ Like a real baby! Cute reactions that tickle children's mind!

Dakkosite Nerun (Cozy Dozy) communicates with a cute voice, blinks, and laughs happily when "amused" by being patted on the head and stomach where a touch sensor is set. It falls sound asleep, breathing softly, with its little eyes closed when it is gently put to bed wrapped in a blanket, with a pacifier popped into its mouth. Its reactions are expressive just like a real baby - "blinks its little eyes with surprise," "laughs happily," "burps," "shows a sleepy expression with a wrinkled face," etc.



Giggles when patted on the head



Laughs happily when tickled the stomach



Sucks when a pacifier is popped into its mouth

#### ★Putting to bed★ Really sleeps! Parents and children will always be looking forward to putting Nerun (Cozy Dozy) to bed!

"Dakkosite Nerun (Cozy Dozy)" does not immediately fall asleep even when gently laid down. Like real babies, it often wakes up just after it seems to have fallen asleep. Please play together by talking to your children, "Shall we try putting Nerun (Cozy Dozy) to bed?" "How can we get Nerun (Cozy Dozy) to sleep?", etc. While it is thought to have fallen asleep... turns out it is still awake... Therefore, children will be able to enjoy trying to put it to bed this way and that, such as by "reading picture books" and "singing lullabies" to it. Furthermore, parents will also think sweet the way their children take care of Nerun (Cozy Dozy) with all their might. It is a plush toy which parents and their children can go crazy about.



Swaddle in a blanket before sleeping



Falls asleep when it is gently laid down with a pacifier popped into its mouth

## <Product Outline>

Product Name: **Dakkosite Nerun (Cozy Dozy) Cookie Bear**

**Dakkosite Nerun (Cozy Dozy) Peach Bear**

\* Colors of the toy body, the pacifier and the blanket (swaddle blanket) differ between the “Cookie Bear” and the “Peach Bear.”

SRP: JPY 5,980, respectively (tax not included)

Launch Date in Japan: Saturday, October 26, 2019

Recommended Age: 3 years and up

Package Contents: Toy body (with a pacifier)×1, Blanket (swaddle blanket)×1, User Manual×1

Dimensions: Toy body W 150 mm×H 260 mm×D 100 mm

Batteries Required: 2×AA alkaline (not included)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.jp](http://takaratomy.jp)), etc.

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Website: [www.takaratomy.co.jp/products/nerun/](http://www.takaratomy.co.jp/products/nerun/)



Dakkosite Nerun (Cozy Dozy)  
Cookie Bear



Dakkosite Nerun (Cozy Dozy)  
Peach Bear

## Super Daddy Association “Putting Children to Bed” Questionnaire Results

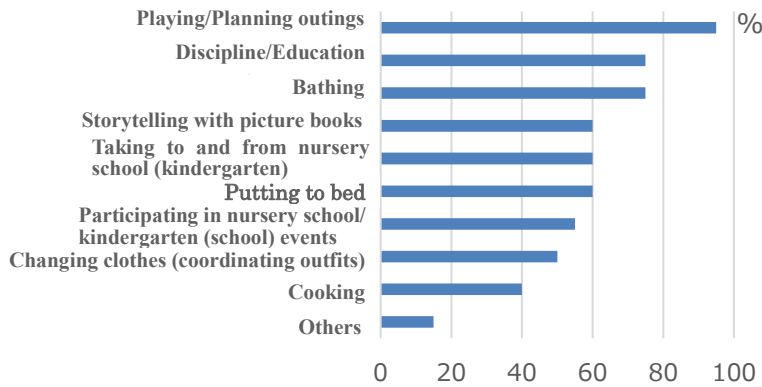
A questionnaire on “Putting Children to Bed” (conducted to 20 association members (“Super Daddies”)) was carried out by “Super Daddy Research Institute,” a research organization of “Super Daddy Association” (Representative Director: Ichiko Takahashi, headquarters: Shibuya-ku, Tokyo) where fathers’ real voices are collected and transmitted to the society. According to the questionnaire, in regard to child care actively conducted (**Q1**), “Playing/Planning outings” (90% or more) was ranked first and “Discipline/Education” (75%) and “Bathing” (75%) second, respectively. For difficulties experienced (**Q2**), “Discipline/Education” (50%) was ranked first, followed by “Sleep” (35%) which was ranked second.

While dads participated in “putting children to bed” three or more times a week (**Q3**), results showed that more than 1/3 (35%) of Super Daddies were having difficulty in terms of “sleep.” Even Super Daddies tend to have a hard time with reasons such as their children “not going to sleep when dads want them to (staying up late at night),” “crying they want mommy,” “not going to sleep at night when naps are taken too long,” and “crying at night.”

<Reference>

**★The No.1 child care which “Super Daddies” actively conduct is “Playing/Planning outings”!**

**Q1) What do you actively conduct in child care? <Multiple answers allowed>**

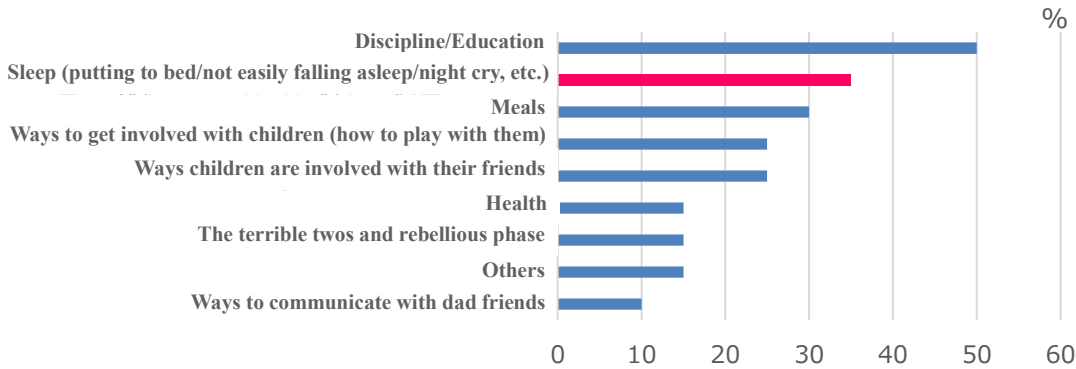


**<Outline of Survey>**

- Details of survey: “Putting Children to Bed”
- Survey period: October 2019
- Survey method: Internet survey
- Survey area: nationwide
- Survey target: 20 “Super Daddy” members of “Super Daddy Association” (Men in their 30s, 40s and 50s with children aged 0-16 years)

**★The No.2 difficulty “Super Daddies” encounter is “Sleep”!**

**Q2) What difficulties do you have in child care? <Multiple answers allowed>**



**★“Super Daddies” are in charge of “putting children to bed” three or more times a week!**

**Q3) How many times a week do you “put your children to bed”? Please also give the time it takes to put them to bed.**

- Average number of times dads put children to bed is 3.2 times/week
- 80% or more take less than 30 minutes



<Try putting “Nerun (Cozy Dozy)” to bed! Videos of dads and children are posted on the official website from Monday, October 21, 2019!>

According to the questionnaire of “Super Daddy Association,” as items wanted when “putting children to bed,” voices of wanting “**something that will encourage them to go to bed quietly on their own**” and “**that will ease them off after playing to the full since they tend to become somewhat excited**” were raised. Such being the case, Super Daddies were invited to try “putting to bed with their children” using “Nerun (Cozy Dozy).” Videos are posted as they arrive on the official website from Monday, October 21, 2019.

Please also enjoy videos where “children try putting Nerun (Cozy Dozy) to bed” which are posted as well.

Official Website: [www.takaratomy.co.jp/products/nerun/](http://www.takaratomy.co.jp/products/nerun/)

**\* Children and dads put Nerun (Cozy Dozy) to bed \***

Super Daddies were asked to take videos at home on how they tried to “put Nerun (Cozy Dozy) to bed with their children.” Scenes of how dads and their children enjoyed “putting Nerun (Cozy Dozy) to bed” by communicating could be seen. Dads encouraged their children by calling out, “See if you can put Nerun (Cozy Dozy) to bed,” “Shall we put the blanket on?” “Why not try sleeping together?” “How can we close its eyes (have it fall asleep)?” “Looks sleepy,” “Oh, it woke up,” etc. Together they also patted the head, calling out “Shhh!” to be quiet.



Putting Nerun (Cozy Dozy) to bed was a success!



Try putting Nerun (Cozy Dozy) to bed with dad!

**\* Children put Nerun (Cozy Dozy) to bed \***

The way children freely play were monitored in a separate room and the situation was secretly videotaped. They enjoyed taking care in various ways such as tickling, patting the head, playing the piano, reading aloud a picture book, giving milk, and brushing the body. Children would say, “Shhh! She’s/He’s sleeping,” asking everyone to be quiet, and put Nerun (Cozy Dozy) to bed by gently tapping. After a success sleep, some would imitate their mother and say, “Can I go to the supermarket now that she’s/he’s asleep?” Such heartwarming scenes were seen where children completely took on the role of a parent when “putting Nerun (Cozy Dozy) to bed.”



Try giving milk...



Do just like mom does...

TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019

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