

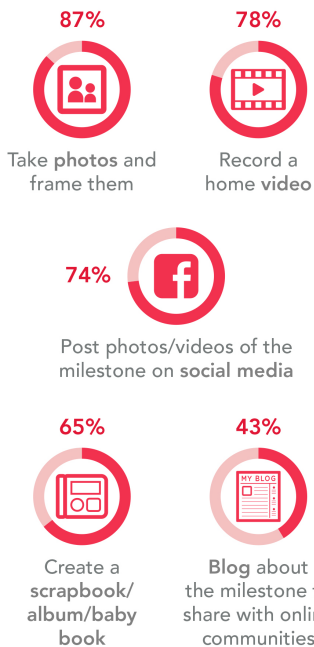
CELEBRATING MOMENTS & MILESTONES

TYLENOL® polled moms with young children* to uncover the moments and milestones that occur as their little ones get older. Here's what the survey revealed.

WHAT MILESTONE ARE NEW MOMS MOST LOOKING FORWARD TO?

Over **a third** of new moms are most excited for their baby's **first words.**

MOMS ARE SAVORING THEIR CHILD'S MILESTONES IN A NUMBER OF DIFFERENT WAYS.



WHAT ACTIVITIES DO MOMS CHERISH WITH THEIR CHILD?

- #1 PLAY TIME
- #2 STORY TIME
- #3 PUTTING THEM TO BED AT NIGHT

Visit www.smilingitforward.com to share your child's favorite moments and milestones – or just a photo that makes you smile. For each photo uploaded, TYLENOL® will support Children's Health Fund and its mission of providing healthcare to children in need.

*Online survey conducted by Mom Central on behalf of the makers of TYLENOL® between May 28 and June 2, 2014 among 604 U.S. moms, age 18+, with children who are 0-8 years old.

