

Toy Insider Holiday Gift Guide 2018

HOT 20

INFANT & TODDLER (0-2 YEARS)

Go! Go! Smart Wheels Mickey Magical Wonderland (VTech)



- Ride on the Ferris wheel, slide down the ramp to push the boat back and forth, spin the gears, and open the peek-a-boo windows to promote motor skills.
- Little drivers can also activate five SmartPoint locations and listen to Mickey Mouse say fun phrases and encouraging words. It's a magical place!
- Improve hand-eye coordination with detailed active play; balance and dexterity; physical awareness.
- Encourage team play and foster relationships

with challenging and competitive activities or shared role-play interactions.

- Develop art, music, language, and social skills. Explore creative, imaginative play and role-playing.
- Ages: 1-5
- MSRP: \$49.99
- Available: Target and Walmart

Safari Learning Station (LeapFrog)



- From sitting to crawling and standing, the Safari Learning Station grows with children while keeping them learning and entertained.
- The three-in-one arch adjusts for floor play to standing play and includes three different modes.
- Giraffe, Lion, and Zebra introduce the ABCs and 123s while playing catchy safari-themed songs.
- Press the light-up piano keys to make music and discover shapes and colors.

● Little ones can spin Elephant's bead spinner for fine motor fun and twist Chameleon's tail to learn about colors. Children will also love dropping the balls through Monkey's tail and watching as they roll down the ramp, through the trees, and back to them.

- Ages: 6 months-3 years
- MSRP: \$49.99
- Available: Target (exclusive)

PRESCHOOL (3-5 YEARS)



Fingerlings Hugs (WowWee)

- Meet Fingerlings Hugs—they're softies when it comes to affection! Their long arms are perfect for big hugs and these cuddle monkeys never want to let you go!
- Swing them, tickle them, rock them, and turn them upside down for different reactions.
- Give them a quick kiss or a long smooch and they'll kiss you back the same way!
- Record something and hear them repeat it back in funny ways.
- Available in Bella (Pink) and Boris (Blue)
- Ages: 2+
- MSRP: \$29.99 each
- Available: Amazon, Target, Walmart, Best Buy, Kohl's



Hairdorables (Just Play)

- Hot new surprise dolls that combine fun, fashion and lots and lots of gorgeous colorful hair!
- Noah and her girl squad have “Big Hair Don’t Care” attitudes and love to share their passions with the world via the *Hairdorables* channel on YouTube.
- Each doll is based on one of the 12 iconic girls from the *Hairdorables* videos, and these BFFs live up to the “Hairdorables” name with a variety of unique luxe hairstyles in vibrant colors!
- Just pull, peel, and reveal 11 surprise accessories and fashions that unwrap the unique personality, style, and talent of the Hairdorables girl hidden inside!
- There are 36 Hairdorables dolls to collect in Series 1, including 2 rare and 1 ultra-rare, for mix-and-match outfits and endless styling possibilities.
- Ages: 3+
- MSRP \$12.99
- Available: Amazon, Target, Walmart



PJ Masks Super Moon Adventure HQ Rocket (Just Play)

- The brave PJ Masks heroes are blasting off on an awesome adventure to the moon!
- Features a special design inspired by the show, as well as exciting lights and sounds!
- Push the button to release the ramp and watch Gekko launch out on his space rover!
- The cockpit can fit up to three PJ Masks figures inside for even more imaginative hero play.
- When the PJ Masks are ready for take-off, fold up the legs and ramp and use the built-in handle to fly the HQ Rocket around!
- Ages: 3+
- MSRP: \$39.99
- CAD: \$59.97
- Available: Amazon, Kmart, Target, Walmart



Ryan's World Giant Mystery Egg (Bonkers Toys)

- Now kids can be just like Ryan when they unbox their Giant Mystery Egg. No two are the same!
- Features an exclusive lights and sounds vehicle, ultra-rare figures, special goo and putty, a limited-edition squishy, plush, and more.
- What will kids find inside their epic egg?
- Ages: 3+
- MSRP: \$39.99 - \$49.99
- Available: Walmart



Pomsies (Skyrocket)

- Loveable, fashionable, interactive plush pet you can wear and take anywhere!
 - Inspired by the pom-pom fashion trend, each Pomsies pet has a soft, cuddly fur face and tail you can wrap around your wrist, hair, backpack, clothing and more.
 - Pomsies are interactive with two modes of play: Virtual Pet and Freeze Dance.
 - They will tell you when they are happy, sleepy, or hungry with eyes that light up in different colors and adorable sounds.
- Up to 50 different reactions with sounds only YOU can make happen.
 - Six characters in the first Series.
 - Ages: 4+
 - MSRP: \$14.99
 - Available: Amazon, JC Penney, JoAnns, Justice, Party City, Target, Walmart



Power Action Pikachu (Wicked Cool Toys)

- Cuddly, innovative Power Action Pikachu reacts to motion, lights up, speaks, and has sound effects and a light-up tail!
 - Fans of all ages are going to love making friends with this adorable addition to the Pokémon lineup.
 - Engage with Pikachu by squeezing its hands to either see its tail and cheeks light up or for sound effects and to hear Pikachu speak! Innovative sensor technology gives Power Action Pikachu unique interactivity; the more you play and engage with Pikachu, the more varied and dynamic its responses become.
 - Hear Pikachu say “Pika-chuuuu!” when thrown into battle mode or hear a response with a sad “Pikaaa ” when it does.
 - Ages: 4+
- MSRP: \$29.99
 - Available: Amazon, Target, Walmart



Rise of the Teenage Mutant Ninja Turtles 43-inch Epic Sewer Lair Playset (Playmates Toys)

- This massive playset is the biggest TMNT action figure playset ever, standing 43 inches tall!
- This deluxe playset is packed with more than 20 features and includes four levels of play and seven rooms for training, kicking back, or taking out the bad guys!
- Features include Splinter's Dojo, Raphael's Weight Training Room, Leonardo's Rotating Weapon storage wall, Michelangelo's arcade, the catapult Basketball hoop, hidden projectile launchers for villain invasions, rotating skateboard ramp, collapsing balcony, and so much more.
- Compatible with Rise of the Teenage Mutant Ninja Turtles basic action figures, which are sold separately.
- Ages: 4+

- MSRP: \$119.99
- Available: Oct. 1 at Walmart, Target, Amazon



Scruff-a-Luv (Moose Toys)

- Each Scruff-a-Luv comes as a matted ball of colored fur with only its eyes showing, so it's a mystery what animal kids are rescuing! The adorable animal is revealed by washing the matted ball in water, towel drying the animal, blast drying it with a hair dryer, and brushing and styling its fur.
- Each Scruff-a-Luv comes with a collar, name tag, adoption certificate, brush, and hair clips.
- Scruff-a-Luv can be washed over and over again. This special kind of plush allows kids to play with it in the bath, role play with it, and care for it like a real pet.
- Ages: 4+
- MSRP: \$19.99
- Available: Amazon, Target

GRADE SCHOOL (6-8 YEARS)



Boxy Girls (Jay@Play)

- Boxy Girls love shopping online for anything fashion—shoes, clothes, bags, makeup, jewelry, and more! They can't wait to receive their online orders in packages shipped right to the door! Unbox the packages with Boxy Girls to discover tons of fashion surprises.

- Each Boxy Girl comes with four packages to unbox. Unbox shoes, bags, makeup, and more!

- Plus, get more package to unbox with the Boxy Girls Fashion Pack. The fashion pack features six packages of fashion surprises to unbox. Each package looks just like a real shipping box, it even includes a shipping label.

- Experience the excitement as kids tear open the shipping tape to open the package, inside you'll find your fashion surprises wrapped delicately in tissue paper and packing material. Plus, you'll find stickers and thank you notes inside.

- Boxy Girls are 8 inches tall and feature five points of

articulation.

- Ages: 6+
- MSRP: Doll Set \$14.99, Fashion Pack \$9.99
- Available: Walmart exclusive

Harry Potter Wizard Training Wands (Jakks Pacific)

- Kids can now train like a wizard with the Harry Potter Wizard Training Wands.

- There are 11 different spells for kids to learn and master using the included spell training guide.

- The wand recognizes movement to know when kids have cast their spells. The wand provides sound feedback that the spells have been cast correctly.

- Each wand includes five modes of play: two modes of standalone play and three modes to play with a friend. The light-up button allows them to select which mode to play.

- The assortment includes Harry Potter's wand, Albus Dumbledore's wand (i.e. The Elder Wand), and Lord Voldemort's

wand.

- Ages: 8+
- MSRP: \$24.99
- Available: Target, Walmart





Hatchibabies (Spin Master)

- Introducing the newest Hatchimals straight from Hatchtopia: the HatchiBabies.
- These magical creatures are hidden inside colorful eggs, but they have a secret—they're forever babies!
- Will you hatch a boy or a girl?
- More info to come on Hatch Day on Oct. 5!
- Ages: 5+
- MSRP: \$59.99
- Available: Amazon, Target, Walmart



Laser X Fusion (NSI)

- Take your Laser X game to the next level with Laser X Fusion— the modular Laser X system that lets you customize your Laser X gear.
- Set includes: two Laser X Fusion blasters, each with a 250-foot range; a Long-Range Adapter that extends the blasting range to more than 500-feet; a Spotting Scope to see opponents far away; a Wide-Range Adapter that lets you blast several players at once with a wider beam at close range; and two receiver vests that can be used by two players or worn together as a front and back vest.
- Equip two players or use all of the gear together for the ultimate single player set-up!
- Laser X Fusion works with all other Laser X Gear, but Fusion Accessories only attach to Laser X Fusion Blasters.
- Ages: 6+
- MSRP: \$79.99
- Available: Amazon, Target, Walmart

L.O.L. Surprise! Eye Spy Series Under Wraps Dolls (MGA Entertainment)

- L.O.L. Surprise eye spy under wraps includes 15 surprises: a spy glass, a secret message sticker, a surprise code, a bottle, a mystery disguise, shoes, a fashion accessory, an outfit, and L.O.L. Surprise! Eye Spy Under Wraps doll.

- Find surprise clues with the lol surprise eye spy series spy glass.

- Feed or bathe your lol surprise doll to discover water surprises!

- The capsule becomes a purse carrying case and doll stand.

- Ages: 6+
- MSRP: \$15.99
- Available: Amazon, Target, Sears



Treasure X (Moose Toys)

- Treasure X combines classic “you dig it” play with the trends of collectable action figures and “extreme” unboxing.

- With 10 levels of discovery, opening every Treasure X package is an adventure! Every Treasure X pack includes a treasure map, X-Marks coin, X-Cavator digging tool, a buildable figure embedded in “stone,” and a treasure chest.

- Kids can find “bronze” treasure, “silver” treasure, a booby prize, or REAL gold-plated treasure!

- Ages: 4+



- MSRP: \$9.99
- Available: Amazon, Target, Walmart



Pokémon Let's Go Pikachu + Poke Ball Plus & Pokémon Let's Go Eevee + Poké Ball Plus (Nintendo)

- Enjoy a great value with this software bundle as you experience an immersive Pokémon or Eevee adventure to the fullest.
- Includes the *Pokémon: Let's Go, Pikachu!* or *Pokémon: Let's Go, Eevee!* game and the Poké Ball Plus accessory.
- Play the entire game with a single Joy-Con controller or use the Poké Ball Plus accessory, which will light up, vibrate, and make sounds to bring your adventure to life.
- Connect Poké Ball Plus to the *Pokémon GO** app to catch Pokémon in the real world and gather items from Poké Stops without viewing your smartphone screen—meanwhile, carry Pokémon from *Pokémon: Let's Go, Pikachu!* or *Pokémon: Let's Go, Eevee!*

- Age: Rated E for Everyone
- MSRP: \$99.99
- Available: November 16, 2018 at Amazon, Best Buy, GameStop (Available now for pre-order)



Smooshy Mushy Babies (RedwoodVentures)

- Special Delivery—it's Smooshy Mushy Babies! A magic baby bottle holds the Smooshy babies you've been waiting to adopt.
- Pop the top to find out who the stork brought you. And babies just can't leave home without their favorite squishy plushies!
- Tons to collect.
- Age: 5+
- MSRP: \$14.99
- Available: Walmart

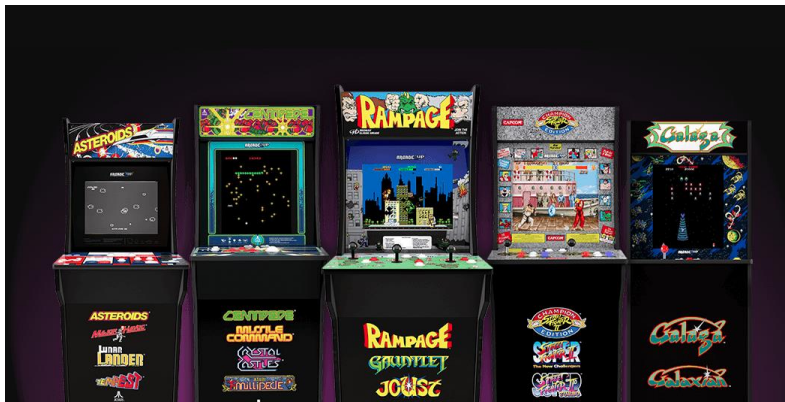
TWEENS & TEENS (9+YEARS)



Chow Crown (Hasbro)

- Who will reign supreme in the ultimate snack eating competition? The hilarious CHOW CROWN game puts a fun twist on viral food eating challenges!
- To play, load the six hanging forks with various food items of your choosing (not included). Place the spinning crown on your head, and eat as many snacks as possible before the music stops to keep your crown!
- The Chow Crown game can be played solo or in a head-to-head tournament.
- Game includes electronic crown, six plastic forks, and instructions.

- Ages: 8+
- MSRP: \$19.99
- Available: major retailers, HasbroToyShop.com



Arcade1Up (Tastemakers)

- Arcade1Up game cabinets look, feel and play just like the classic arcade games you remember.
- These 3:4 scale Arcade Cabinets let you play seated or standing (Gaming Stool and/or Riser add-on available).
- The classic upright cabinet design has authentic arcade controls and gameplay, such as joysticks, trackballs, buttons, and sounds.

- The 17-inch screen features multiplayer controls and no quarters are required for play.
- Ages: 7+
- MSRP: \$399
- Available: Best Buy, GameStop, Walmart, FYE