

# APP DESCRIPTION: THE HAPPY CHILD

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## COPY

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### SUBTITLE OPTIONS

- Ground-breaking parenting tips
- Your parenting resource
- Improve your child's well-being
- Science-based parenting advice

### PREVIEW

SCREENSHOT	CURRENT COPY	PROPOSED COPY
Labeling emotions	Learn about recent parenting scientific breakthroughs	Get the latest scientific breakthroughs in your hand
Welcome screen	Make a huge difference in just a few minutes a day	See huge changes in your child's behavior with just a few minutes a day
Watch the following video:	Learn from top childhood development experts	Access the best parenting tips from leading childhood development experts

### DESCRIPTION

The Happy Child grants you access to cutting-edge research and tips that will help you raise a happy, well-adjusted child. Years of ground-breaking research and findings have been curated into one easy-to-use app... for free (no in-app-purchases)!

No more need to spend precious time combing through countless articles, reading lists, or listening to unsolicited advice. Our daily lessons will help you manage parental information overload by giving you science-based ways to increase the long-term happiness of your child. These short, easy-to-understand lessons can be implemented immediately to improve your family life no matter the age of your child(ren).

### DID YOU KNOW

- 67% of trial users described The Happy Child as "life-changing"
- 78% of trial users reported better relationships with their partner and children
- 98% of trial users continue to use the concepts in their family

### KEY FEATURES

- Customized, science-based app
- Short daily lessons that fit easily in your busy schedule
- Learnings you can immediately put into practice
- Alerts and insights
- Years of scientifically-backed research and findings

The Happy Child has improved the lives of countless users- hit "GET" now to see how it can change yours!

#### ABOUT US

The Human Improvement Project is a non-profit foundation dedicated to funding projects that discover what makes the largest positive impacts on children. We work with the nation's leading childhood development experts, psychologists, psychiatrists, and neuroscientists to guide parents on the pathway to their child's optimal well-being.

[For full Privacy Policy and our Terms of Service: [LINK](#)]

**Note:** Will this app be collecting user data? If so, we "must include a link to their Privacy Policy in the App Store Connect metadata field and within the app." I've noticed several apps putting the URL in their app description, too (hence its inclusion here).

#### CONNECT WITH US

We welcome your questions at [support@thehappychild.com](mailto:support@thehappychild.com)

#### PROMOTIONAL TEXT

Brain scanning technologies have SHATTERED parenting myths. Improve your child's well-being with lessons informed by research from top childhood development experts!