

## The Challenge

Mammabear was exhausted from navigating her cubs' sensory and nervous system overwhelm, along with their ongoing sleep challenges.

No one in the Forrest seemed to understand that the cubs only felt settled when they were close to Mammabear and Pappabear. They hid away in their den because the outside world did not feel safe.

## The Burden She Carried

Pappabear had to forage each day alongside their Sloth, which meant much of the daily load fell to Mammabear. When she reached out for support, she quickly learned that the Elders of the Forrest were more concerned with “budgeting,” even though abundant resources existed.

Meanwhile, others had left the community and were sharing advice on social media about regulating emotions and behaviour, even when that advice did not reflect how the body and brain actually work.

## The Solution She Created

In response, she designed and created a multi-sensory product that was easy to use, felt familiar, and brought comfort, safety, and co-regulation to her cubs. It gave them what their systems needed and gave her the chance to rest on the lush grass for a moment.

- She focused on what their bodies and nervous systems needed.
- She looked beyond the outward behaviours that others noticed and commented on.

## Building an Intentional Village

There was once an automatic village—what used to be known as a “Cuddle of Bears”—where safety came from shared numbers and shared responsibility. That kind of support has always been essential for all bears, but as times changed, an intentional village had to be created instead.

## Sharing Support With Others

Sharing Lavenderbuddy® and other products became an important part of building that intentional village. Through social media and her blog, she offered practical, take-it-or-leave-it guidance and helped restore the knowledge her Elders once held—knowledge that had been diluted into a “one size fits all” approach. Other bears came from miles away to land in the “For-Rest” and leave equipped with essentials.