

What does the badge actually mean?



When you see this badge, it means something important.

This product has been independently reviewed and assessed by qualified child development experts. No brand has any influence over the outcome – only the evidence matters.

This isn't a paid endorsement. It's an independent seal of confidence from people who have dedicated their careers to understanding how children learn, grow and thrive through play.

How the accreditation process works



"Play is how children learn about themselves and the world around them. Dr Gummer's Good Play Guide Accreditation exists so parents can find the products that truly support that — without having to take anyone's word for it."

Dr Amanda Gummer — Child Development Expert, Researcher & Founder, Dr Gummer's Good Play Guide

What it means for you



Total independence

No brand pays for the badge. No sponsor buys a positive review. Accreditation is awarded based on evidence alone.



Backed by science

Assessment criteria are based on peer-reviewed child development research – the same science that informs early years education and child psychology.



Right for your child's age

Every assessment considers developmental appropriateness – so you know the product is genuinely suited to the age range on the box.



Genuinely good play

The Good Play Guide is about more than safety – it's about products that support happy, healthy, purposeful play that helps children thrive.



The Good Play Guide stamp — what to look for

The circular **Good Play Guide** stamp is the mark you'll find on accredited products.

When you see it in store, on packaging, or on a product listing online, you know that Dr Gummer's team has independently reviewed and endorsed it.

Find the full review of every accredited product at www.goodplayguide.com.