

Product information and evidence guide

A preparation guide for Mom's Pick Awards applications.

The review method

Applications and review are entirely online. No samples are required. The assessment uses product information, instructions, reviewable content and supporting evidence submitted by the authorized applicant.

Applying, review and decision notices are free. A complete application normally takes about two months to review, starting when the materials and necessary access are confirmed as complete.

The review does not involve hands-on product testing, family trials, laboratory testing or clinical evaluation. Supply evidence that can be traced to the exact product and claim; do not describe an applicant demonstration as work performed by NPF.

Three kinds of material

Type	Purpose	How to decide what is needed
Required core information	Identifies the product, use, users and provider.	Every application needs this information, adjusted to the product type.
Conditional evidence	Addresses a particular function, claim, category or market requirement.	Include it when that use or claim makes it relevant.
Optional explanation	Helps a reviewer understand a feature or activity.	Use a demonstration, diagram or concise supplement when helpful; it does not replace required information.

A report used for one product category is not automatically required for another. Do not add unrelated certificates to fill a document list.

1. Identify the product and provider

Include the official brand or provider name and the responsible legal entity. Give the product name, model, edition or version and any identifying reference used on it.

Describe the variants included. If names differ by market, explain whether the underlying product is the same. If materials, formulation, components, dimensions, user limits or digital functions differ, describe those differences rather than grouping them only by brand.

For a bundle, identify every component covered by the application. State what is sold separately.

2. Describe use, users and limits

Explain the main task the product serves. Identify the intended users and any age, weight, size, stage, fit, location or participation limits.

A useful description answers:

- What does the user do with it?
- Who is it designed for?
- What conditions or limits apply?
- What needs setup, adjustment or adult involvement?
- Which accessories or platforms are necessary?
- In which markets is this version available or offered?

Use the limits in the current instructions. Do not replace them with a broad claim such as suitable for all families.

3. Supply current labels, instructions and images

For a physical product, provide complete and readable label or packaging information, current warnings and the instructions supplied to customers. Include setup, use, cleaning, storage and maintenance information as applicable.

Images should show the actual product, identifying details and parts included. A lifestyle image may provide context but cannot replace a view of the submitted product. Avoid images that disclose children or customers without permission.

For books, identify the edition and provide authorized access to complete content. For apps and services, identify the release and access level and arrange review access.

4. Match each important claim to evidence

List a claim, the supporting file or link and the relevant section. Keep the wording within the evidence's scope.

For reports or studies, identify the issuer, date, subject, method, product or version and any limits. Explain reliance on a component or related-model report with supporting information about the relationship.

Practical examples

Application statement	Useful support	What needs clarification
A container can be used under stated heating conditions	Product-specific documentation and instructions naming those conditions.	An unrestricted heating claim supported only by a general material description.
An accessory fits named equipment	The approved compatibility list and relevant instructions.	A photograph of a combination that is absent from the instructions.
A toy introduces counting activities	The complete activity content and stated age guidance.	A claimed increase in measured attainment without evidence for that outcome.
An app offers a stated set of functions	Access to the submitted version and description of the access level.	A demonstration of functions available only in a different plan or future release.
A care product makes a formulation claim	The current label and relevant formulation-specific evidence.	A report for an older formulation without an explanation.

A testimonial may describe one person's experience, but it does not automatically support a general performance, medical or safety claim.

5. Prepare category-specific materials

Use the following guidance alongside the category page. These are preparation prompts, not a universal compliance-certificate list.

Feeding & Mealtime

Identify materials, capacity, dimensions and the parts intended to contact food or drinks. Include cleaning, storage and temperature instructions and any restrictions involving dishwashers or microwaves.

State the intended age and use. Evidence for a specific material, sterilization or performance claim should address that claim and the finished product or clearly identified component.

Foods, supplements and medical nutrition need a scope check. Ordinary tableware guidance does not establish those uses.

Baby Care

Supply the complete current ingredient list or materials description, product directions, storage information and warnings. Identify the formulation or model.

Support important claims with materials relevant to that formulation. A current product description should not be combined with an older label or report without explaining the change.

Medicines and products promoted for diagnosis or treatment are outside the standard scope.

Nursery & Everyday Routines

Include dimensions, setup, installation or attachment instructions and maintenance information. For powered products, identify batteries, power requirements and relevant operation limits.

Clarify specialist sleep, restraint, monitoring or medical functions before applying. A nursery category selection does not establish sleep suitability or a safety outcome.

Strollers & Travel

Name the exact model and configuration, including the frame, seat or attachments you want considered. Provide stated user limits, assembly, adjustment, folding and operating instructions.

Identify permitted accessories and combinations. Include relevant product-specific documents where needed. Ordinary stroller evidence does not establish crash protection or child-restraint performance.

Carriers & On-the-go

Identify sizes, materials and models. For a carrier, provide the complete wearing, fitting and fastening instructions, permitted positions and child or wearer limits.

For a bag or organizer, identify capacity, intended contents and attachments. Images and promotional demonstrations should agree with the permitted use.

Play & Early Learning

Identify all included components, rules or activities, age guidance, adult participation and warnings. Include setup, cleanup or maintenance information where relevant.

Distinguish an activity's educational purpose from a claim that it produces a measured learning result. Support the latter with relevant evidence.

Books & Family Reading

Provide the title, contributors, publisher, edition, language and format. Include an ISBN or identifying reference where one is assigned.

Arrange authorized access to the complete work. A sample chapter can explain the application but does not replace the content being considered. Include relevant sources for important factual or educational claims.

Maternity & Postpartum

Identify the intended stage, users, fit or use limits and materials or ingredients. Supply instructions, cleaning information, warnings and compatibility details.

Separate ordinary comfort or routine uses from diagnostic, treatment or clinical-outcome claims. Ask about scope where a specialist claim is central to the application.

Family & Household

Describe the main family task and identify the product's dimensions, materials, capacity and components. Include assembly, use, attachment and maintenance information where relevant.

Explain why this is the principal category. Recognition of one organizer or kit does not cover the provider's entire product collection.

Apps & Parent Resources

Identify the release, platform, language, access level, content and main functions. Provide authorized review access without sharing real user accounts or children's records.

Include the pricing or subscription terms families see, account requirements, age restrictions, privacy information and relevant accessibility information. A major feature or content change must not be treated as the same version without explanation.

6. Files, links and access

Accepted upload formats are PDF, JPG, PNG, WebP and AVIF. Each file may be up to 20 MB, with no more than 100 MB of uploaded files for the application.

Use descriptive file names, such as a product name followed by instructions or label and a version date. Multi-page PDFs should be readable and arranged in page order.

Do not upload executable files, HTML or SVG as ordinary application evidence. Password-protected material requires a suitable access arrangement.

Evidence links should remain available during review and work through authorized access without a personal customer account. Identify any access expiry or restriction. Videos are optional supporting materials and may be provided by link.

Before submitting, open the files and test the links. Check the attachment list after upload. A file that failed to upload is not part of the application.

7. Public and confidential information

The application distinguishes proposed public product information from private materials used in review.

Public information for a recognized product may include its name, brand, model or version, category, intended users, approved description, image, award year, reference and status. The applicant's email, access credentials and confidential supporting reports are not part of that record.

Clearly identify confidential documents. Remove unrelated personal information, customer records, identifiable children's data and personal medical information. Submit only material you have permission to share.

8. Correct common omissions

Problem	Action before submission
Model names differ	Identify alternate names or replace documents for a different model.
Instructions are out of date	Provide the current version and describe relevant changes.
A link is inaccessible	Arrange and test authorized review access.
Evidence is general rather than product specific	Explain its relevance and limits or provide the relevant evidence.
A report omits the subject or method	Supply the complete relevant report rather than a promotional extract.
A claim is broader than its support	Revise the claim or supply additional relevant evidence.
Images omit warnings or identifying details	Add complete, readable product and label images.
Confidential material is placed in the proposed public description	Move it to the private evidence section and revise the description.

9. Organize the application

Use a simple evidence index while preparing the materials.

Claim or review point	File or access link	Relevant page or section
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Check the final application summary. When a receipt is issued, keep the private reference. Respond to later requests through the same application; do not create duplicate applications to add documents.

Complete materials are confirmed separately from the submission receipt. If additional information affects timing, the private status shows the revised estimate and reason.

Get help or submit

For a scope or evidence question, give the product name, main use, official link and exact point that needs clarification.

[Check eligibility](#)

[Use the application checklist](#)

[Get application support](#)

[Apply online](#)

After recognition

Recognized products receive a digital award certificate, digital award-mark permission and a public NPF registry record for free. Optional trophies, printed certificates and physical labels are ordered separately and cannot affect the result or digital benefits.