

Learn *Grow* Excel

40 Awesome kids' rooms that'll save the day!



37 GET THEM TO WEAR A HELMET



38 Hot new must-click for crafty kids



KNICKER SHOCK

One day, she's dressed like her American Girl doll. The next, a pussy-cat doll. What gives?

BY LEONORA DESAR

Tweens Like Victoria's Secret. The company says their Pink line is targeted to the dorm set, but social was stormed with moms of middle schoolers who disagree. Stores (like Aerie and Gilly Hicks) are aiming lingerie younger, says Annalisa Castaldo, Ph.D., director of Gender and Women's Studies at Widener University, Philadelphia.

Parenting's Facebook fans are split: 43 percent didn't think the trend was a big deal; 57 percent hated it. "If you don't like it, don't let your kids shop there," wrote Joleen W. But Holliday S. noted: "It's our job to parent, but this thrown at our daughters make it that much harder." So what if your girl wants in?

Keep cool: Trying on lacy camis can, in fact, be a safe way for tweens to toy with adulthood. "Let her try a thong, then hear her say, 'This is uncomfortable!'" advises Castaldo. "We make it worse by forbidding it."

Support sports: Cultivating physical ability counteracts negative pop-culture images, says Eileen Zurbriggen, Ph.D., psychology professor at the University of California.

Check yourself: Watch what you say about how women look.

Talk back to TV: "Parents think if they point things out, somehow they're going to sexualize their kids," says Penelope Ingram, Ph.D., who specializes in gender issues at the University of Texas, Arlington. "It's OK to say, 'That's inappropriate, and here's why.'"

ALL DOLLED UP

A play pal that doesn't look like a Vampire Seductress is hard to find. But we found you two options that are cool, not come-hither: **Sweet Pea Doll** (\$36; petitcollage.com) and **Specs Reads a lot Lalaloopsy Littles Silly Hair Doll** (shown, \$27; toysrus.com)



PHOTO CREDIT