Therapy Dolls Canada

by dolls

Hello,
My name is Brenda Neufeld, founder of Therapy Dolls Canada.

Our Canadian family business has been involved in the doll industry for more than 20 years, but our journey into therapeutic dolls became especially meaningful when my own mother was living with dementia. That personal experience inspired us to explore how our dolls could offer comfort and companionship to others facing similar challenges.

Today, we create realistic, cuddly, weighted dolls, hand-assembled in St. Marys, Ontario. Our dolls are designed to support a non-pharmacological approach to comfort, companionship and meaningful engagement, particularly for individuals living with dementia and other cognitive challenges.

We recognize that every resident is unique, and that introducing a doll should always be guided by their individual preferences, comfort and response.

We have put together this media package to introduce Therapy Dolls Canada and share information about our dolls, their potential benefits and the different ways they can be incorporated into long-term care and recreational programs.

The package also introduces our Ready to beBorn® DIY kits, offering an engaging, hands-on doll-making activity for individuals or groups.

We have included a letter-sized poster for your lobby bulletin board. It encourages visiting family members and friends to consider purchasing a doll for their loved one or donating one to a resident who may benefit from having a doll of their own.

We invite you to explore the enclosed information and consider whether our dolls might be a welcome addition to your home or activity programs.

If you are ever visiting St. Marys, we would love to welcome you to MacPherson Doll House, where you can see our dolls in person, hold them and experience their realistic weight and feel. We are also happy to answer any questions by telephone or email.

Sometimes, something as simple as holding a doll can spark a familiar memory, encourage interaction or bring a little happiness into someone's day. It is these small but meaningful moments that inspire the work we do.

Thank you for the dedication, kindness and compassion you bring to the lives of those in your care.

Warmly

Brenda Neufeld

Brenda Neufeld
Founder, Therapy Dolls Canada

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Therapy Dolls Canada

91 Queen St East
St Marys, Ontario, Canada

https://TherapyDolls.ca

1-877-301-3655

When our Business became Personal



This is my mother

- In **1972** my mother founded our arts and crafts business, beginning a family business that continues today
- Decades later, our family's journey became deeply personal when my mother lived with dementia.
- Through that experience, we came to understand that behind every diagnosis is an individual with a lifetime of memories, relationships, preferences and experiences - and a family and care team who want that person to feel valued, respected and connected.
- My mother passed away on October 3, 2025, but the business she began more than 50 years ago continues.
- Today, we are a **Canadian family-owned business** with more than **20 years** of experience in the doll industry. Through Therapy Dolls Canada, we are bringing that experience into a new chapter, creating thoughtfully designed weighted dolls for seniors and long-term care communities

For our family, this work is personal

We understand the journey because dementia has been part of our family's journey too.

Brenda Neufeld

Warmly,
Brenda Neufeld
Founder, Therapy Dolls Canada

A Canadian Family Business Since 1972

Over 20 years in the doll industry. *A new purpose. The same heart*

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Meaningful Care
Stronger Connections.

Therapy Dolls are thoughtfully designed for seniors and long-term care communities, offering opportunities for comfort, engagement and meaningful connection every single day



Encourages Interaction
Can spark conversation, reminiscence and shared moments.

Offers Comfort
A soft, weighted doll to hold, cuddle and enjoy.

Supports Person-Centred Care
Respects individual preferences, history and response.

Encourages Engagement
Creates opportunities for residents, families and care teams to connect & participate.

Thoughtfully Designed for Long-Term Care

- Soft, huggable bodies for a natural holding experience.
- Safe materials and construction you can feel good about.
- More than 50 styles, multiple sizes, skin tones and awake & sleeping options.
- Proudly Canadian hand-assembled with care in St. Marys, Ontario.

A simple doll can bring comfort, connection and brighter moments to everyday life.

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Designed Differently for Long Term Care

Thoughtful details. Purposeful choices.

Therapy Dolls for long-term care should be designed with the care environment in mind.

Our experience in the doll industry has allowed us to rethink familiar doll-making techniques specifically for seniors and care settings - from how the doll feels in the arms to the materials, construction and finishing details we choose.

Soft Where it Matters

Our preferred design combines a soft cloth body with 1/4-length vinyl limbs, providing a huggable body while retaining the realistic appearance and feel of hands and feet.

Thoughtfully Weighted

Each doll is carefully weighted to create a more natural holding experience, with different sizes and weights available to suit individual abilities and preferences.

Made for the Care Environment

For LTC, we avoid rooted hair and unnecessary accessories that can create maintenance or mouthing concerns. Hair is softly shaded or painted for a realistic appearance without loose fibres.

No Magnets are Standard

Our LTC Therapy Dolls are supplied without magnets as a standard, an important consideration in environments where residents may have pacemakers or other magnet-sensitive implanted medical devices.

Small Details makes a Difference

Our specially designed sleepers include fold-over hands and feet, giving care teams the option to cover the vinyl when mouthing is a concern.

Thoughtful choices make all the difference

Every Detail has a Reason

Because a doll designed for Long-Term care is more than Looks

Made in Canada

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It Begins with a Choice

The Resident Leads

There is no single Therapy Doll that is right for everyone

A resident may be drawn to a particular face, size, expression or simply the way a doll feels in their arms. The connection begins by offering choices and allowing each person to respond in their own way to a doll.



OFFER
Introduce the dolls naturally without expectation.

OBSERVE
Notice which doll, if any captures the the resident's interest.

CONNECT
A doll may open the door to holding, nuturing, conversation or reminiscence.

FOLLOW THEIR LEAD
Some residents may cuddle the doll. Others may talk, smile, observe or choose not to participate.

Offer, don't impose. Provide choice.
Watch for the response. Respect the answer.

Choice, dignity and individual response should always guide the experience.

Proudly Canadian

For Sensory & Comunity Programs

Weighted Dolls
Different sizes and weights allow individuals and families to explore what feels comfortable to them.

Ready to beBorn® DIY
Our doll-making kits turn the experience into a fun activity of choosing, assembling, dressing and creating a doll of their own.

Individual Choice
Different faces, skin tones, sizes and styles, allow people to choose any of our dolls they naturally connect with

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Practical Support for *Everyday Care*

Small Moments of Engagement can Support the Rhythm of the Day

Therapy Dolls are not intended to replace established care practices. They can provide care teams with another person-centred engagement option that may be incorporated naturally into familiar routines. Rather than focusing on a specific outcome, staff can observe how each resident responds and use the doll when it appears meaningful to that individual.

Mealtimes - A Familiar Presence

For a resident who enjoys holding or caring for a doll, bringing it along to the dining room may provide a familiar focus during mealtimes.

Security to bring Along

Moving from one activity or area to another can sometimes be difficult. A resident who has connected with a Therapy Doll may choose to bring it with them, helping maintain continuity through the transition.

Personal Care - a Familiar Focus

During dressing, grooming or other personal-care routines, a Therapy Doll may provide a familiar point of interest while staff continue to communicate with and support the resident.

Engagement when they Choose

Meaningful engagement does not always need to be a scheduled program. A resident may hold, dress, talk to, nurture or simply sit with their doll whenever they choose.



Made in Canada

The Goal is not to Change the Routine

It's to find meaningful ways to work within it.

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Finding the Right *Size & Style*

Different Residents. Different Preferences. Different Needs

Therapy Dolls are available in a range of sizes, weights and expressions, allowing care teams to select an option that feels comfortable and appropriate for each resident.



Choose the Size

15” - 17” Preemie

Lightest Weight Option

Smaller and easier to hold for residents with limited strength or mobility.

18” - 20” Newborn

Most Popular for LTC

A familiar newborn size with a realistic baby feel that's comfortable to hold and cradle.

21” - 23” 1-3 Month

A Little Larger

A more substantial baby size for residents who prefer a larger doll.

24” - 28” Toddler

Largest Option

For residents or programs that prefer the size and presence of a toddler rather than a newborn.

Choose the Expression

Awake

Alert and expressive for residents who enjoy face-to-face interaction.

Sleeping

A peaceful newborn appearance well suited for holding, rocking and nurturing.

Different faces, expressions, skin tones and features give residents an opportunity to discover the doll they naturally connect with.

50+ Faces to Choose From

with 400 more waiting to join the family



Sometimes the right doll is simply the one they reach for.

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Our Preferred 1/4 Limb Design

SOFT WHERE YOU CUDDLE. REALISTIC WHERE YOU SEE AND TOUCH.



At Therapy Dolls Canada we focus on comfort & realism.

For long-term care, our most popular configuration combines a **soft cloth body** with **1/4-length vinyl limbs** with **realistic vinyl hands and feet.**



Why 1/4-Length Limbs?

Soft & Cuddly
More of the doll remains cloth, creating a soft body that feels natural when held.

Realistic Hands & Feet
Detailed vinyl hands and feet remain visible, adding lifelike features without sacrificing the softness of the body.

Easy to Position
The flexible cloth body makes the doll easier to hold, cradle, dress and position comfortably.

Designed for Everyday Handling
The combination of cloth and vinyl provides the balance we prefer for dolls intended for regular use in long-term care.

Thoughtfully Designed Sleepers
Our specially designed sleepers have fold-over cuffs that cover the doll's hands and feet, helping discourage mouthing. Folding the cuffs and dressing the doll also offer residents an enjoyable, hands-on activity.

Over 50 Faces to Choose from

Proudly Canadian

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More Ways to Bring *Therapy Dolls* into Your Home

Whether your home is beginning with one Therapy Doll or building a selection for several residents, we offer flexible ways to get started.



FOR LONG-TERM CARE HOMES

Build a Selection that gives residents more Choice

- ✓ Specialized pricing for care facilities
- ✓ Five-doll bundles (Buy 4, Get 1 Free)
- ✓ Mix of sizes, skin tones and expressions available
- ✓ Easy ordering and delivery across Canada

Families & Community supporters help bring comfort, companionship and connection to those who need it most



FOR FAMILIES & CAREGIVERS

A meaningful way to give

- ✓ Purchase a doll for a loved one in long-term care.
- ✓ Arrange a donation to a resident or to a home.
- ✓ We delivery directly to the facility - ready to bring comfort and connection.

A Collection creates More Opportunities for Residents

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ATTENTION: ACTIVITY DIRECTORS

An Activity with Something Special at the End



Ready to beBorn®

DIY Doll Kits

Offer two meaningful experiences in one.

Make it. Love it. Keep it. - or Give it.

Our kits arrive with pre-painted parts, so there is no painting required. Everything needed is included to create a beautiful weighted doll.

The Process is Simple, Meaningful and Adaptable.



1 Discover

Open the kit together and explore the parts. Excitement and conversation begin right away.



2 Create

Assemble, stuff and dress baby. Residents can take part in the steps that are meaningful for them



3 Connect

Watch your doll come to life. A sense of accomplishment and connection grows.



4 Enjoy

A finished, weighted doll to keep, share or give. The experience continues every day.

Perfect for Any Program

- Recreation Programs
- Small Groups
- Family Visits
- One-to-One Activities
- Make & Give Projects
- LTC Activity
- Intergenerational Programs

Keep It.

The completed doll can become a special companion for the resident or part of your doll collection.

Share It.

Residents can enjoy the experience of creating something that will be enjoyed by another resident.

Give It.

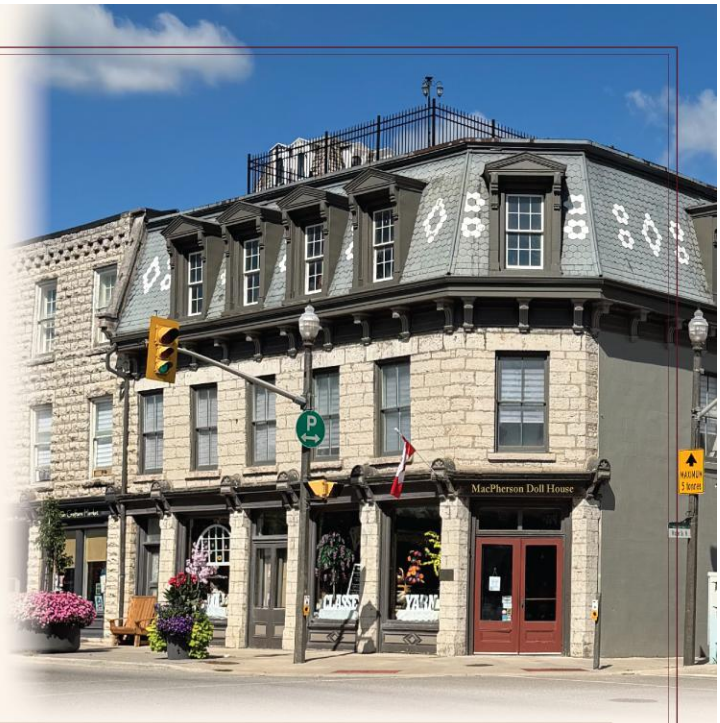
A meaningful gift for a family member, visiting child or someone special in your community.

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A Real Canadian Business

With Real People Behind It

From our brick-and-mortar showroom in St. Marys, Ontario, our team supports families, care professionals and long-term care communities across Canada.



OUR SHOWROOM









ACTIVITY DIRECTORS! WANT TO TRY IT FIRST?

If you're able to visit us in St. Marys, you're welcome to complete a Ready to beBorn® kit with our team.



MEET OUR TEAM

• Shelly • Brenda • Angie • Bailey

We're the people behind Therapy Dolls Canada. Whether you're nearby or across the country, we're here to answer questions, help you explore your options and support your organization along the way

CAN'T VISIT?

We work with care communities across Canada and are always available by phone or email to help you get started

From our Showroom in St. Marys, ON to Care Communities across Canada

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Real People. Real Moments

Real Impact

Therapy Dolls bring comfort, smiles and connection to seniors and peace of mind to families.



A Special Bond

From Our Customer...

"My Aunt loved her therapy doll so much. She couldn't get enough of holding her, talking to her and caring for her. It brought her so much comfort and joy every day. Seeing the smile on her face meant the world to all of us."







What Families & Care Teams are Saying

"Our residents light up when they hold the dolls. It brings a sense of calm and helps start beautiful conversations.

- Recreation Director, Ontario Long-Term Care Home

"The dolls have made such a positive difference. Residents who rarely engage are now smiling, talking and reminiscing.

- Activity Coordinator, British Columbia

"I brought a Ready to beBorn® kit back to our home after visiting the store. The activity has been amazing for everyone!

- Activity Director, Saskatchewan

Behind every dolls is a story, a smile and a moment that matters.

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We're Here to Support You

You know your Residents best.
We know our Dolls



Every resident, care setting and recreation program is different. Our role is simply to help you explore the doll options and activities available, answer questions about our products, and support your team in choosing what feels right for the people in your care.

1

EXPLORE YOUR OPTIONS

We'll help you explore sizes, styles and options for your residents and program.



2

SUPPORT YOUR TEAM

Questions about Ready to beBorn® activities? We're here to share information and answer questions.



3

STAY CONNECTED

We're here after your order too, with answers, care information and helpful resources.



Let's Talk

Have questions about our dolls or Ready to beBorn® activities? We're happy to help you explore the options.
Give us a call - we'd love to hear from you.



Experience it First

Visiting St Marys? We'd love to welcome you to see our dolls in person. Explore the options available and experience the ready to beBorn® activity.

10% OFF

A Thank You from Us to You♡

As a thank you for believing in our mission enjoy 10% off your first order
Mention Code ***THERAPY10*** *when you Place your Order.*

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Our own experience with Dementia inspired Therapy Dolls Canada

Bring Comfort & Companionship

Support this Care Facility

Donate a Therapy Doll



FOR LONG-TERM CARE HOMES, CAREGIVERS AND FAMILIES

A meaningful way to give to someone you love.

- ✓ Purchase a doll for a loved one in long-term care.
- ✓ Arrange a doll donation to a resident or to a home.
- ✓ Buy 4 Therapy Dolls, get the 5th one **FREE**
- ✓ Delivered directly to any care facility or home across Canada.

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Therapy Dolls by dollsme

Proudly Canadian Made

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