



JUST LOOK AT YOU

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There's no stronger bond than that between parent and child. Every parent can relate to the wonder and joy of a new baby – in any language.

JEWISH CONCEPTS

We parents all ooh and ahh at our babies' features. *Just Look at You* expresses that joy– and also shares with our little ones how perfect they are. *B'tzelem Elohim*, the Jewish concept that every human being is created in God's image, means that are our bodies sacred, so caring for our bodies is an important job. *Shmirat haguf* (“caring for the body” in Hebrew) holds that our physical selves are tools for doing meaningful work in the world.

One of the most meaningful kinds of work is parenthood, which is highly valued in Jewish culture. The family unit is a mainstay of cultural continuity, an opportunity to pass down traditions and customs *l'dor vador* (“from generation to generation”). One important Jewish tradition is the idea of *tikkun olam* (“repairing the world”), which encompasses countless types of good works, both large and small. Bringing up the next generation to be curious, engaged, capable, and responsible is a powerful contribution to repairing the world. As all parents know, that job starts the day our children are born and never really stops – and we wouldn't have it any other way.