

## The Hidden Cost of Too Much Screen Time: Why Social & Physical Hygiene Matter and How SKILLZ Helps

We live in a world where devices are part of everyday life. They connect us, entertain us, and even help our kids learn. I'm not anti-device—but I am *pro-development*.

When kids spend too much time on screens, they miss out on “hygiene habits” that are just as important as brushing their teeth or taking a shower: **social hygiene** and **physical hygiene**.

These two habits fuel brain health by stimulating oxytocin (the bonding chemical) and endorphins (the “feel-good” chemical)—neurotransmitters that kids *don't* get when they're glued to a screen. Without these, children are more likely to feel disconnected, unmotivated, and stressed.

That's where SKILLZ comes in...

### Two Quick Tips for Parents:

#### 1. Social Hygiene + SKILLZ Teaching SKILLZ Strategy: Healthy Competition

Kids need regular, face-to-face interaction to grow socially strong. SKILLZ provides this through structured Teaching SKILLZ strategies such as, *healthy competition* -- partner challenges, team games, and skill-based contests. These spark oxytocin by

creating moments of shared excitement and peer connection. Think of it as a “social shower,” washing away isolation and strengthening a child’s sense of belonging.

## 2. Physical Hygiene + SKILLZ Teaching SKILLZ Strategy: Up the Rep

Movement is more than fitness—it’s mental hygiene. In SKILLZ classes, instructors use Teaching SKILLZ strategies such as “Up the Rep” technique, encouraging kids to try a little harder on each rep—so that the final rep is the strongest. This consistent practice not only builds physical skill but also releases endorphins, helping kids feel happier, calmer, and more confident. Every rep is like brushing their mental health, keeping stress and anxiety at bay.

### But What Happens If You Pull Them Out?

Sometimes parents consider pulling their child out of SKILLZ because of busy schedules, budgeting, or the frustrations from “pulling them away from their device to come to class.” But here’s the real question: **What’s your backup plan?**

- What program will give them both social and physical hygiene at the same time like SKILLZ?
- Where will they get consistent face-to-face interaction that strengthens their confidence and empathy like SKILLZ?
- What daily outlet will help them release stress, boost mood, and fuel their developing brain like SKILLZ?

While most alternatives fall short, SKILLZ is backed by science and psychology. Sports may cover physical activity but lack the intentional social developmental that SKILLZ provides. Clubs may provide social interaction but not movement with a skill-based approach. Devices? They only deepen the problem.

SKILLZ is uniquely designed to meet both needs at once—backed by child development science and Teaching SKILLZ strategies like **healthy competition** and **Up the Rep**. By pulling your child out, you risk leaving a major gap in their overall development.

The truth is, there's no better "backup plan" than sticking with SKILLZ!