

The 7 SUPERPOWERS of smartphone-free kids

01. More time

Based on UK kids' average usage, they could get over 35 hours a week back to use in the real world.



02. More freedom

More space to grow into themselves – without pressure from likes, trends, or group chats.



03. Real social skills

They build confidence and vital skills by talking, listening, and laughing together – face to face.



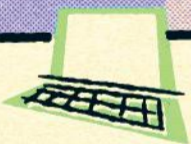
04. Better mental health

Less time scrolling means less anxiety, fewer comparisons, and more joy in the everyday.



05. Digital resilience

They learn to use tech intentionally – creating, thinking, questioning, not just scrolling endlessly.



06. Focused learning

Without constant distractions kids can focus, think clearly and get in the zone – in and out of school.



07. Proper sleep

No late-night scrolling means deeper rest, brighter moods, and a brain ready for tomorrow.



Join hundreds of thousands of families delaying smartphones and social media – together.

