



About Tom Arma

Tom Arma began his photographic career as a teenager and the youngest staff photographer of the *New York Daily News*. At the News, his many diverse assignments included political conventions, the Woodstock Music Festival, The Beatles invasion, President Nixon's rise and fall, and every facet of big city life.

**"The most published
baby photographer in the world"**
-*New York Times*

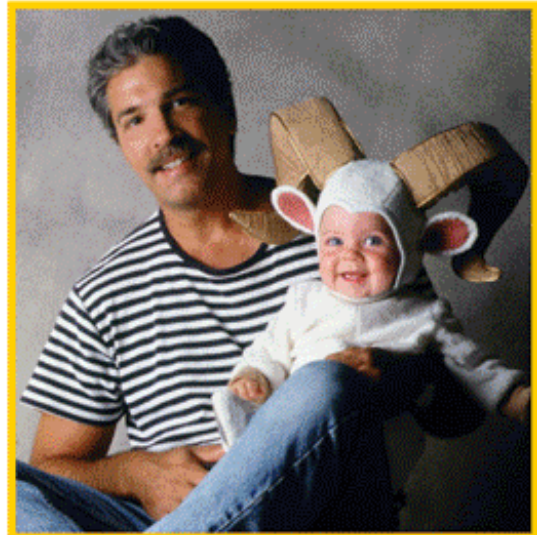
Hundreds of journalism awards later, and reassignment to the magazine section, he photographed many famous stars including Clint Eastwood, Paul Newman, Jack Nicholson, and Michael Caine, all subjects for his covers.

After years of daily deadlines, Tom decided to leave the world of journalism to open his own studio, concentrating on magazine and advertising work. He shot successful campaigns for many Fortune 500 companies, and covers for *Time*, *People*, *Money*, *French Photo* and *Ladies Home Journal*.

**"Tom Arma is one of the hot trends
in costumes this year"**
-*CNN Headline News*

In 1972 he began his work with babies. Tom was hooked, all the freshness he felt as a teenager shooting his first images came into play, as he saw he could capture the totally uninhibited beauty of the baby. In the 1980s, his work with costumed children graced the covers of magazines, including *Ladies Home Journal*.

To express his ecological concerns, Tom created his *Please Save the Animals*.™ series of posters and greeting cards. This series of babies dressed in animal outfits designed by Tom was a huge success. He was the first to publish a book exclusively comprised of babies in costume, and started a trend that many would follow. His success continues today with over 47 books published, and many products licensed worldwide.



My *Please Save the Animals Series*™ of photographs is dedicated to all the little ones everywhere. May they make the world a better place.

The art of photography is truly one of the most compelling forms of imagery. Not only does it reflect our personality and creativity, it can also help us to explore our humanity. My work has touched millions of people all over the world. I hope that through these photographs, in word's attributed to Chief Seattle, we come to realize this reality:

"We are all part of the web of life, and whatever we do to the web we do to ourselves". TA

**"the Armani of the
Kiddy costume world"**
-*Wall Street Journal*

Tom Arma Signature Collection heirloom quality costumes are enormously popular. Each animal costume insert comes with "critter facts" by the NWF®, promoting conservation awareness. Environmentally conscious both of Tom's Corporations offset electricity usage 100% with Green-e Certified Renewable Energy Certificates. 2008 will see the launch of a new licensing program of environmentally sustainable products.

**"If it's a baby photo he
probably took it."**
-*New York Times*
www.tomarma.com



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