

## **PumpEase – Start With a Foundation That Actually Fits**

**PumpEase is the hands-free pumping bra that offers easy use, exceptional comfort, durability, and top-notch quality in fun and stylish fabrics that make moms feel pretty.**

**Vancouver (March 2011)** – Conventional wisdom holds that over 80% of women are wearing the wrong bra size. This fact is magnified during pregnancy and while breastfeeding, when breast size is constantly fluctuating. That's why Wendy Armbruster Bell, founder of Snugabell Mom & Baby Gear and maker of the PumpEase hands-free pumping bra, strongly encourages women to get professionally fitted for a bra before purchasing a PumpEase.

Most cities have a specialty store or boutique with a professional bra-fitter on staff. For moms who are not able to get fitted, however, Wendy has created a video with specific instructions on how to take a proper overbust measurement that will still ensure the mom orders the correct size of PumpEase. The overbust measurement, which is different from the conventional method of measuring under the breasts and around the top of the chest, is taken by measuring around the fullest part of the bust while wearing a bra.

The video is available on the PumpEase website at <http://www.pumpease.com/customer-care#thefittingroom> and on the Snugabell YouTube channel at <http://www.youtube.com/snugabell>.

By encouraging women to use these measurement techniques before ordering a PumpEase, Wendy has an exceptionally low product return rate. She is committed to making sure that every mom selects the correct size the first time and also offers help for sizing, or anything else, via email or a toll-free number. If a return or exchange is required despite everyone's best efforts, Wendy's commitment to "wow" the customer shines brightly via speedy shipping for the exchange and a no-nonsense return policy.

In addition to meeting all of the functional necessities of breast-pumping moms, the PumpEase is available in fashionable prints so they can choose one that fits their true personality. PumpEase pumping bras are currently available in the Classic Collection (including vintage-inspired and animal prints), the Fabulous 50's Collection (polka dots in fun colors) and the Organic Collection (beautiful unbleached and undyed certified organic cotton).

Snugabell believes in giving back to the community of moms and getting actively involved in causes they believe in. The Snugabell blog (<http://www.snugabell.com/blog>) provides information about pre-and post-partum health and wellness, breastfeeding and pumping, other fabulous products and businesses, creating a breastfeeding-friendly culture, and some behind-the-scenes looks at the company. The Snugabell Resource page (<http://www.snugabell.com/resource-links>) lists a myriad of helpful websites for pregnant and breastfeeding women and a few things for Dad too.

Snugabell is proud to donate \$2.00 from the online sale of each PumpEase, as well as all proceeds from the sale of their "Miracle" door hanger, to the Best for Babes Foundation, an organization whose mission it is to help women beat the cultural and institutional barriers that prevent moms from achieving their personal breastfeeding goals.