

Snugabell Mom & Baby Gear presents PumpEase Organic: The world's *only* organic hands-free pumping bra

PumpEase Organic is as easy on the environment as breastfeeding itself![™]

PumpEase Organic, made by Snugabell, is the hands-free pumping bra that offers functionality, comfort, durability, easy care, and top-notch quality in a beautiful, unbleached, and un-dyed certified organic cotton.

Vancouver (July 2011) – Snugabell Mom & Baby Gear's PumpEase Organic (<http://www.pumpease.com/buy/pumpease-organic>) is the world's ONLY organic hands-free pumping bra, addressing the growing focus on environmental issues and resultant demand by consumers for organic products in the juvenile products market. PumpEase Organic is designed from a beautiful knit jersey fabric that was custom milled from 90% certified organic cotton and 10% spandex, providing a wonderfully soft hand, exceptional comfort, durability, stretch and memory, and easy care, while giving moms peace of mind.

PumpEase Organic was born of necessity when Wendy Armbruster Bell, founder of Snugabell Mom & Baby Gear, was pumping breastmilk so her husband could occasionally feed their first child. Wendy longed for a way to accomplish other tasks while pumping. Her desire to find a hands-free solution was made more desperate by a severe case of Carpal Tunnel Syndrome (common among pregnant and postpartum women) that made holding the breast pump horns painful and left her hands completely numb.

"After doing extensive research, I became frustrated when I realized that there wasn't a single hands-free pumping device on the market that met all my needs," says Wendy, who has over 16 years experience in the fashion design industry. "So I designed my own and created one that is adjustable - an absolute requirement for the fluctuating breast sizes of nursing moms - and easy-to-use, featuring unique no-stitch horn openings that are guaranteed to securely hold all makes and models of breast pumps."

With PumpEase Organic, moms can read, write, text, talk on the phone, surf, drive, fold laundry, make dinner, tend to their babies and much, much more ALL while pumping. Wendy frequently receives emails from moms detailing their new, and sometimes surprising, activities while pumping.

"In addition to meeting all the functional needs of moms that are pumping, it was important to me to create a product that was produced using environmentally responsible and sustainable methods," says Wendy. "Using carefully sourced organic materials, conscientious manufacturing right here in Canada, and environmentally friendly packaging, PumpEase Organic is a values-driven, sustainable product that mothers can have confidence in as they pump for their babies."

PumpEase pumping bras are also available in fashionable prints – the Classic Collection (including floral and animal prints) and the Fabulous 50's Collection (polka dots in fun colors).

Snugabell Mom & Baby Gear 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 every PumpEase Organic and 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 moms beat the cultural and institutional barriers that prevent them from achieving their personal breastfeeding goals. For more information about Best for Babes, see <http://www.bestforbabes.org>.