



Snugabell™
Supporting the beauty of breastfeeding

PRESS RELEASE

Breastfeeding Stigmas and Sexualization

Vancouver, B.C. - (July 22, 2016) - The annual World Breastfeeding Week celebrates one of the most natural yet divisive acts in the world. WBW aims to protect, promote, and support breastfeeding worldwide.

Despite the nourishment breastmilk provides for both newborns and older children, the act of breastfeeding often makes the news because of incidents shaming public breastfeeding and full-term breastfeeding (also known as extended breastfeeding). Women are pressured to breastfeed to provide the best nourishment for their baby, but not breastfeed uncovered in public because it's not modest, and not breastfeed older babies or toddlers because it makes society uncomfortable. Wendy Armbruster-Bell, the founder of Snugabell, says the conversation and stigma goes deeper. "Breasts are viewed as purely sexual, rather than sexual and functional, like lips for example."

Another barrier some women face is the pressure some women feel for breastfeeding to be easy. "Some women expect breastfeeding to be easy because it's the biological norm but it's a skill that needs to be learned by both the baby and the mom."

Snugabell is a big supporter of mom's decision to breastfeed through education, community and beauty. Breastfeeding reduces baby's risk of diseases such as:

- Sudden Infant Death Syndrome
- Type 1 & 2 diabetes
- Leukemia
- Asthma

Breastfeeding also reduces mother's risk of:

- Type 2 diabetes
- Ovarian Cancer
- Breast cancer

About Snugabell

Snugabell is the producer of the PumpEase, a hands-free pumping bra that allows moms to work, do errands, or just relax without the hassle of pumping breast milk while holding their flanges. First started in January 2008, the product has been most popular in the United States where many women struggle to breastfeed their babies without sufficient maternity leave. New moms return to work weeks after giving birth but still want to provide their babies with breastmilk so they turn to pumping to provide food for their babies and maintain their breast milk supply while they are apart.

Celebrities and busy moms like Rosamund Pike, Kelly Preston, Laila Ali and many more love their PumpEase. For more information about Snugabell, please visit <http://www.snugabell.com/>.

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