

PumpEase Organic™





PumpEase Organic™

the world's ONLY *organic* hands-free pumping bra

Why Do Nursing Moms Need PumpEase Organic™?

- she needs to maintain her milk supply during a lapse in breastfeeding (due to travel, medication and/or hospitalization)
- her baby does not completely empty her breasts (due to tongue-tie, ineffective suck, latching problems)
- she has flat or inverted nipples (pumping can be helpful at drawing out the nipple)
- she wants the freedom to be able to leave her baby with her partner or caregiver for a feeding
- she would like to multi-task (do other things while pumping)
- she needs relief from painful engorgement
- she wants to donate to a Milk Bank
- she is adopting and wants to induce lactation
- she is returning to work
- her baby has a medical condition, such as a cleft palate or tongue-tie
- her baby was born premature and is still in the hospital
- she has mastitis, milk stasis, a blocked duct or thrush
- her partner wants to feed, and therefore bond with, her baby
- she needs to boost her milk production
- she gave birth to multiples





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Features & Benefits

Flexibility - PumpEase Organic can be worn over any nursing bra/top/dress, or over nothing at all.

Quality - PumpEase Organic are made from a beautiful, unbleached and un-dyed jersey knit that was custom milled for us from 90% certified-organic cotton and 10% spandex providing a wonderfully soft hand, exceptional comfort, stretch & memory, easy care and peace of mind!

Innovation - PumpEase Organic are designed with patent pending, “no-stitch” horn openings, accommodating ALL makes and sizes of breast pump horns *guaranteed*. The flange openings also offer more coverage than competitors' (just in case).

Durability - PumpEase Organic have bartacks at each end of the horn openings for strength; this is the same type of reinforcement stitching found on denim jeans.

Accessibility - PumpEase Organic have a hook and eye closure at center front so that it can be easily put on, taken off and adjusted for fuller or less full days.

Design - PumpEase Organic have no Velcro which can catch-on and badly snag other machine washables; Velcro can also be very noisy when detaching and if sleeping nearby, this could potentially wake a baby. PumpEase Organic also supports hand-compression and massage of moms' breasts.

Size Range - PumpEase Organic fits moms wearing maternity/nursing bras sized from 32AA to 48H.





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How PumpEase Organic was Born



PumpEase Organic had a long gestation; After more than a year of success selling the original PumpEase - the world's ONLY fashionable hands-free pumping bra - Wendy came up with the idea for PumpEase Organic. She knew moms were looking for organic, environmentally-friendly options for themselves and their babies, but struggled with the fact that organic printing was a huge barrier to bringing a well-priced

product to the mass market. Then after receiving an unbleached and un-dyed, certified-organic cotton strike-off from her fabric supplier, she fell in love with the simple beauty of this fabric in its raw, purely-natural state. PumpEase Organic is the world's ONLY *organic* hands-free pumping bra - **it's as easy on the environment as breastfeeding itself!**



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Who is Wendy Armbruster Bell?



Wendy Armbruster Bell is a mom with two young girls, Antonia & Michaela, ages 6 and 4 years old.

She graduated with distinction from the Fashion Design & Technology program at Kwantlen Polytechnic University (KPU) in 1995. Wendy is also working towards her Bachelor of Applied Design (KPU), Associate Certificate in Computer Programming (BCIT) and Provincial Instructors Diploma (VCC). She has received numerous awards related to her education and work in the apparel industry. Wendy has worked as a CAD Pattern Maker in the apparel and sewn products industries for over 15 years. She is

currently working towards her Certified Lactation Counsellor designation (CLC). Wendy is a member of Collective-E, the Canadian Apparel Federation, DONA International and the Human Milk Banking Association of North America.

Wendy and PumpEase have been featured in Baby Talk, Pregnancy & Newborn and TIME magazines as well as on Dragons' Den, Cool Mom Picks, Parents TV, Breakfast Television and Celebrity Baby Scoop. Wendy was named a Top Mompreneur for 2009 by The Mompreneur Magazine and was a top finalist in Small Business BC's Successful You Awards in the Business Growth category in 2010.

Wendy is passionate about raising awareness to help work towards the normalization, mainstreaming and acceptance of breastfeeding and breastfeeding in public in our culture. She is also passionate about her choice to be an entrepreneur and work-at-home-mom and is an avid supporter of others who have chosen to combine motherhood with owning a small business as a means to achieve life balance.

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Story Suggestions

Advocacy and Cultural Change

Snugabell Mom & Baby Gear isn't just about selling products. They are deeply committed to helping to change the existing cultural, societal, and institutional attitudes about breastfeeding to facilitate the normalization and acceptance of breastfeeding, and breastfeeding in public, in our culture.

Environmental Awareness

PumpEase Organic addresses the growing demand for eco-friendly products. Using carefully-sourced, organic materials and manufacturing conscientiously in Canada, PumpEase Organic is a values-driven, sustainable product that mothers will have confidence in as they breastfeed their babies.

Help with Breastfeeding

In the United States, 73.9% of new moms start off breastfeeding in the hospital, yet only 43.4% are still breastfeeding at 6 months and only 22.7% at 12 months (CDC Breastfeeding Report Card 2009). One of the goals of the US government's Healthy People 2020 report is to increase those percentages to 82%, 61%, and 34% respectively. In Canada, 87% of mothers initiated breastfeeding with 46.9% breastfeeding for 6 months or longer and 13.8% for 12 months or longer (Stats Canada 2009). There is obviously still a long way to go, but PumpEase is one tool that moms have at their disposal to help them continue breastfeeding, especially once returning to work, and thus increase the number of babies that continue to receive breastmilk until 12 months of age and beyond.

Corporate Giving

Corporate donations and giving rose 5.5% in 2009, a year in which charitable giving in general dropped

by 3.6% (as reported by the Giving USA Foundation). Like a growing number of businesses, Snugabell Mom & Baby Gear is deeply committed to giving back to their community and getting involved in causes they believe in by donating products and funds to organizations like the Best for Babes Foundation, Get Pumped! and Royal Columbian Hospital. "We want to give in areas where we feel we can make a tangible difference to nursing moms", explains founder Wendy Armbruster Bell.

Entrepreneur/Women-Owned Business

According to the US-based Center for Women's Business, one in four American businesses are owned by women, and that number is rapidly growing. In Canada, four out of five businesses are started by women (The Law Society of BC 2009) with an estimated one million businesses owned by women by 2010 (CIBC). Women have a wide variety of reasons for starting their own business - flexibility, family-work balance, taking control of their career, etc. These women look for success stories to inspire and guide them as they take this leap of faith. Wendy Armbruster Bell is just such a success story on two different levels. First, Wendy took an idea - a product that was missing from the marketplace - and turned it into a successful business. Second, she was able to do so in a way that gave her a full, involved family life with her two young children while building and running her own company.



Snugabell Mom & Baby Gear complies with the WHO International Code of Marketing of Breastmilk Substitutes



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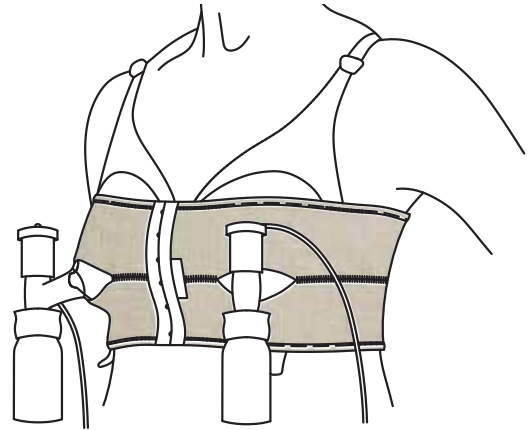
Product Details

Fabric

Custom milled from 90% certified-organic cotton and 10% spandex, the PumpEase Organic fabric provides a wonderfully soft hand, exceptional comfort, stretch & memory, easy care and peace of mind!

We Stand Behind Our Products

All PumpEase branded products carry a 1 year warranty against defects in materials or workmanship.



PE-OC-NT
Natural





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Sizing

PumpEase fits moms wearing bra sizes from 32AA to 48H. We recommend that moms get professionally fit for a nursing bra during the last month of pregnancy as this is approximately the same size they will be once breastfeeding is established. Moms should avoid being fit in the first two weeks postpartum as things will level off once their bodies adjust to their babies' demand.

General Size Chart

CHOOSE YOUR CUP SIZE	SIZE	CHOOSE YOUR BAND SIZE								
		32	34	36	38	40	42	44	46	48
	AA	S	S	S	M	M	M	L	L	L
	A	S	S	S	M	M	M	L	L	L
	B	S	S	M	M	M	L	L	L	XL
	C	S	S	M	M	M	L	L	L	XL
	D	S	M	M	M	L	L	L	XL	XL
	DD/E	S	M	M	M	L	L	L	XL	XL
	DDD/EE/F	M	M	M	L	L	L	XL	XL	XL
	EEE/FF/G	M	M	M	L	L	L	XL	XL	XL
	H	M	M	L	L	L	XL	XL	XL	XL

Overbust Measurement Size Chart

OVERBUST	SIZE
32-37"	S
38-43"	M
44-49"	L
50-56"	XL

Bust Point Size Chart (space between horn openings)

SIZE	SPACING*
S	3 ¼ TO 8 ¼"
M	4 TO 9"
L	5 ¼ TO 10 ¼"
XL	6 ½ TO 11 ½"

*Horn openings are approx 2½" wide, therefore the range reflects the distance from outside to inside points



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Marketing Collateral





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In the Media

THE VANCOUVER SUN

“Women with newborns know the frustration. Baby needs milk, but breastfeeding isn’t always an option. So the alternative is to sit stationary for lengthy periods of time holding a breast pump in place. No longer...”

The Vancouver Sun



Featured in “Big City Moms Biggest Baby Shower” documentary short from NBC

NBC

babytalk

“Look, ma, no hands! We’re huge fans of PumpEase, a band that fits over your nursing bra, freeing you to pump handsfree. Works with all breast pumps.”

Babytalk Magazine



“It’s no surprise that this mompreneur, creator Wendy Armbruster Bell, was nominated for the SavvyMom Mom Entrepreneur of the Year Award because of this smart product.

Rating Out of 10: 10

Would You Recommend? Yes!

Likes? It really is hands-free - perfect for us multi-tasking moms!

Dislikes? Can’t think of anything. It’s such a great product!”

www.celebritybabyscoop.com

Your Mama Reviews

(Real opinions. Real budget.)

“The fabric has a spandex-y bathing-suit-esque quality to it. It didn’t seem to stretch out or sag for me, and I liked that the bright print made it easier to find when grabbing it out of my pump’s tote bag.”

www.yourmamareviews.com

TIME

“Another company, PumpEase, makes a hands-free pumping bra that lets bust mothers pump while checking email or even holding (if not feeding) their baby.”

TIME Magazine