

Snugabell Mom & Baby Gear Announces Exciting New Partnership with Hygeia II Medical Group for Distribution in the USA

Snugabell is the manufacturer of PumpEase, the hands-free pumping bra that offers functionality, comfort, durability, easy care, and top-notch quality in two fabric options – unbleached and undyed certified organic cotton and high-performance technical fabric in fun, designer prints.

Vancouver, Canada (June 2011) – Snugabell Mom & Baby Gear is thrilled to announce that Hygeia is now the exclusive US distributor for PumpEase, the world's ONLY fashionable hands-free pumping bra and PumpEase Organic, the world's ONLY organic hands-free pumping bra.

"Partnering with PumpEase was a natural fit for Hygeia," says Decky Goodrich, President of Hygeia II Medical Group. "Both companies are dedicated to supporting breastfeeding moms, and PumpEase hands-free pumping supports are a perfect complement to Hygeia's line of eco-friendly breastpumps and breastfeeding accessories. We're excited about this partnership, and look forward to bringing this innovative hands-free pumping solution to our customers."

PumpEase 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. It wasn't long before she began searching 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.

With PumpEase, 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.

The fabric choices also make PumpEase the only hands-free pumping bra that is about more than just meeting the functional needs of breast-pumping moms. The Classic Collection, featuring vintage-inspired and animal prints, and the Fabulous 50's Collection, with polka dots in fun colors, showcase designer fabrics that allow moms to choose one that best fits their personality. PumpEase Organic, made from a beautiful, unbleached and undyed, certified organic cotton, provides a "green" choice for the eco-conscious mom – a rapidly growing segment of the market.

"I am delighted to be working with Hygeia to make PumpEase available in more retail outlets across the US," says Wendy. "Hygeia, manufacturer of the only breast pump that is both recyclable and FDA approved for multiple users, actively supports the World Health Organization International Code of Marketing of Breastmilk Substitutes. They have a proven commitment to supporting breastfeeding mothers, their communities, and the environment in general. Hygeia and the companies they work with truly have the best interest of parents and babies at heart."

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 also very active on Facebook (<http://www.facebook.com/PumpEase>) and Twitter (<http://twitter.com/PumpEase>), where moms can find support, empathy, and advice in an active community discussing topics ranging from breastfeeding and pumping to health, family dynamics and beyond.

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.

About Hygeia

Hygeia, named for the Greek goddess of good health, is committed to creating products and developing services that help ensure positive breastfeeding experiences for mothers. The company is home to the professional-grade EnJoye™ breastpump and the hospital-grade EnDeare™ breastpump. For more information, please visit <http://www.HygeiaBaby.com>. Follow us on Twitter (@hygeiababy) and Facebook for breastfeeding news and information.