



EXPRESS YOURSELF IN STYLE™

What is a hands-free pumping support?

A PumpEase™ hands-free pumping support not only *stylishly* supports Mom's breast pump so that she can have her hands free to do other things while pumping, but it also supports her *decision* to breastfeed and express her breast milk.

The hands-free pumping support was inspired by a very basic need: to keep Moms' hands free while she pumps so she can carry out other tasks such as checking email, taking phone calls, banking online, catching-up on reading or tending to her baby. Or perhaps, like many moms, she suffers from Carpal Tunnel Syndrome and holding the horns on her breasts is painful. The *style* was added via the lighthearted prints - why are the other pumping apparatus on the market so plain and clinical-looking (read frumpy)? PumpEase™ hands-free pumping supports are made from an 88% high-count polyester/12% spandex micro fiber tricot knit, which delivers comfort, high-performance, ease of care, breathability, excellent stretch & memory and quick-dry & wicking qualities. Wendy's 13 years in the apparel industry came in handy when designing the patent pending "no-stitch" horn openings that easily accommodate any breast pump and will never lose their shape.

PumpEase™ hands-free pumping supports recently debuted across North America. Together with the Classic Collection of in-stock prints, there will be a new collection unveiled annually featuring three fabulous themed prints! PumpEase™ and PumpEase™ Petite are designed to fit maternity/nursing bra sizes from 32AA to 48H.

How was PumpEase™ hands-free pumping supports born?

When Wendy and her husband Mike started their family, they decided that breast milk was the best choice for their babies. They made the choice to *pump* primarily so that Mike could feed the babies and therefore bond with them as Wendy was. When Wendy started to pump on a daily basis, she was frustrated by how boring it was! After painstakingly searching the internet, only to find ugly, expensive and fiddly pumping apparatus, she mocked-up a pumping support on her sewing machine. After more than 400 pumping sessions, she knew what a pumping support should offer a nursing mom. More than 3 years of research and development later, she refined the design to be not only functional and user-friendly, but pretty darn funky too! And now it's available to breastfeeding and pumping moms everywhere!

Who is Snugabell™ Mom and Baby Gear Ltd?

Snugabell™ is a Canadian company founded in 2008 by Wendy Armbruster Bell, a nursing, pumping and work-at-home-mom (WAHM). Snugabell™ is a parenting products company that is, among other things, working hard, through education and lighthearted humour, to bring breastfeeding back into the mainstream as it once was at the beginning of the 20th century.

Frances Jones, Coordinator of Canada's only milk bank at BC Women's Hospital explains: "During the first half of the twentieth century a number of cultural changes resulted in the replacement of human milk by artificial feeding as the normal method of infant feeding. These cultural changes included medicalization of birth, changing physician and women's roles, increasing influence of science and increasing advertising of "formula." By the 1950's, most hospitals and health professionals in the developed world promoted artificial feeding as the feeding method of choice.

The marketing of artificial feeding products, begun in the late 1800's, has continued until the present day with the consistent message of physician endorsement, scientific development and good nutrition. This is the most successful marketing campaign ever undertaken resulting in the complete cultural acceptance and the perception by both the general public and many health professionals of a safe optimum product equal to or better than human milk."

How curious it is, with all the research and public education around the benefits of breastfeeding, that the most natural and positive act of a mother feeding her baby, is nevertheless still not the norm in North America.

Who is Wendy Armbruster Bell?

Wendy Armbruster Bell is a work-at-home-mom (WAHM) to two young girls, Michaela and Antonia (Mike & Toni), ages 3-1/2 years and 17 months. Wendy graduated with distinction from the Fashion Design & Technology program at Kwantlen University College in 1995. She is also working towards her Bachelor of Applied Design (KUC), 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 freelanced for the past 13 years primarily in the area of CAD Pattern Management for the Apparel and Sewn Products Industries. She also teaches fashion courses at the post-secondary level.

Wendy is a member of Apparel BC and Ladies Who Launch. She is passionate about her choice to be an entrepreneur and WAHM 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.

Story Suggestions

Women Entrepreneur / Mompreneur Success Stories: According to the Women's Enterprise Centre, one-third of self-employed Canadians are women, half of self-employed women work from home and women hold ownership in about 45% of Canadian SME. Women entrepreneurs are one of the fastest growing segments of the Canadian economy and represent a growing economic force: 4 out of 5 businesses are started by women. The average age of women business owners is 45; almost 80% are married and over half have children. Wendy Armbruster Bell, Founder of Snugabell™ Mom & Baby Gear Ltd, is a classic example of a Mompreneur Success Story. And this story is twofold: the success of the business itself aligned with the freedom to balance staying at home with her two young children while running the business.

Enterprising Culture Trend: From 1991 to 2001, self-employment among women expanded by 43 percent, more than double the 21-percent growth among men. This emerging "enterprising culture" could be sparking Canadian women's interest in starting their own business or perhaps the motivation behind this trend is the opportunity for women to better balance family obligations and working life. PumpEase™ is yet another example of a Mom identifying, through her own experiences as a parent, a need in the children's products market and addressing this need via launching her own business.

Cultural Trends - Exclusive Pumping: We have all heard about the trend for women to choose Elective Caesarian Sections ("Too Posh to Push"). Now there is a trend for women to choose Exclusive Pumping over actual breastfeeding!

These trends may feel foreign to the Mom whose dream of having a natural birth at home with her midwife ended in hospital with a C-section, or to the

Mom that had no choice but to pump 8 times a day because her baby had a cleft palate. Nevertheless, most likely these trends are here to stay.

Women are taking charge of their lives and their bodies. They are well-informed about their choices and are exercising them. Today's women are statistically breastfeeding (and therefore pumping) longer. PumpEase™ makes the commitment of Exclusive Pumping a little more pleasurable and a lot more fashionable!

Snugabell™ Mom & Baby Gear Gives Back: Human milk banks, or perhaps the lack thereof, have been a recurring topic in the news as of late. In the 1970's, there were as many as 23 milk banks in Canada, however fears of HIV transmissions in the 80's resulted in the closure of all but the Vancouver bank. Breast milk banks - there are also 10 in the United States - provide supplies to mothers who cannot produce enough milk or are not able to produce their own due to illness or being on medication. Banks are also used by parents of adopted and foster children. Many Canadian communities are pleading for more milk banks to be opened, however few hospitals are willing to supply the required funding and resources. Snugabell™ is committed to raising awareness about the demand for donations (both breast milk and monetary) through their website, blog, promotional materials and of course by talking to nursing and pumping moms all over the world! They will also donate at least 1% of profits to the BC Women's Milk Bank to assist mothers and babies in need.

Contact us for interviews, product photos, photos of Wendy or our latest press releases.