

## Press Release

Issued 29 April 2008

### Breastfeeding made easier

Breastfeeding Awareness Week 11-18 May 2008

Breastfeeding is natural, yet many mothers and babies struggle to get started. If you are having difficulties, talk to your midwife, or contact your local breastfeeding councillor: organisations like the NCT, the Breastfeeding Network or La Leche League can put you in touch.

There are some products which can make breastfeeding easier and more comfortable too – and you can order them all from Made in Water, with the option for guaranteed next day delivery, so you don't even have to leave the house.



Nursing  
Pillow

Nursing moon pillow for cuddly feeds and massages: The Lulla-Luna moon pillow fits snugly around the waist, making an excellent support for breastfeeding. Baby loves the supersoft plush cover, and the relaxing gentle massage effect of the thousand little spelt husk. From £35



Natural  
Nipple Butter

Natural Nipple Butter To Nourish Nipples: A luscious nipple cream blend of calendula, healing cocoa butter, shea butter and mango butter, helps protect and moisturise your nipples and prevent them from becoming sore and cracked. £11.25



Booby Tubes

Gel-Free Microwaveable/Freezable Breast Packs: Booby Tubes are a safe, gel-free breast pack designed especially to help ease the common discomforts experienced by nursing mamas. £17.25



Bosom Buddies

Organic herbal breast compresses for nursing mamas: Bosom Buddies is a blend of healing herbs, cabbage leaves and black tea, along with organic calendula blossoms, organic plantain and organic marshmallow root. Apply to your breasts in the muslin bags, supplied, for relief. £7.75



Breastfeeding  
Support Kit

Breastfeeding Support Kit: The Breastfeeding Support Kit has everything a nursing mama needs to nourish her breasts as she nourishes her angel baby. £43.25

Available in the UK from Made in Water, [www.madeinwater.co.uk](http://www.madeinwater.co.uk).

##Ends##

#### Notes to Editors

1. For media enquiries, email [Antonia@acpr.co.uk](mailto:Antonia@acpr.co.uk) or call Antonia on 07900 580668.
2. Made In Water, 129 Verdant Lane, London SE6 1JE email [carine@madeinwater.co.uk](mailto:carine@madeinwater.co.uk)
3. About Made in Water: The company was founded by Carine Pouypoudat in June 2004, initially focussing on La Bassine, the eco-birthing pool. Since then the range has expanded enormously, so Made in Water now offers everything natural and fair trade for your birth and your baby.
4. Shipping and delivery: Our birthing pools and pillows are delivered using well known courier. A fee of £10.95 is charged for all such orders. A signature is required at time of delivery. Smaller products such as Earth Mama are sent via Royal Mail (First Class UK only). Orders placed Monday to Thursday before 11am will usually be Next Day Delivery in UK.