

Examples of National Coverage for a PR campaign



Lulla-Luna pillows

PRESS RELEASE
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Organic Comfort – pillows for pregnancy and beyond

Pregnancy and birth is a time when you want a little extra comfort and support, while avoiding anything artificial. It is now your desire to have a totally natural experience, with organic Lulla-Luna pillows, a new brand of organic pillow manufactured by Made in Water, a company promoting natural pregnancy and childbirth.

The **Body Pillow** supports your bump perfectly during pregnancy. Its unique shape cradles the body far better than a traditional V-pillow. Thousands of soft rolls move freely as you sleep, relieving discomfort and backache. It also transforms into a baby nest by adding a lambkin cover.

The **Moon Pillow** is perfect for breastfeeding or baby massage. The washable plush cover ensures the Moon is a long term favourite for all the family. It lies flat, or just when your toddler wants a

super soft Pillow all on purpose, cuddle.

The backrest **Wedge Pillow** is ideal for alleviating tired and heavy legs. Raising your feet provides better circulation and gives you relief.

Soft and modern, Lulla-Luna pillows are made from organic cotton, filled with organic spelt, millet or buckwheat. All Lulla-Luna pillows have a pleasant natural fragrance and make a soft sound when stuffed. Recommended by chiropractors, they support the natural curves of

...from £36. Order online at www.madeinwater.co.uk

...of a homobath from a £

...and competition prices contact 01203 7500 7768 or 07900 080 880

...LIFE UK

...in 2004 by Carole Prosser. The women who want a natural birth. Made in 2004 in 2004. Since the launch, Made in

...natural cotton, filled with duckweed, silk or Germany.

...100% organic cotton with zip, filled 100% organic cotton center bag in Germany.

...21cm width, Organic spelt filling, washable. Made in Germany.

...it free pollutants and insects and dyes and free to gluten. It's a great packed with anti ageing flavonoids, improving blood flow and

Organic Comfort

As your body changes it becomes harder to find a position that feels truly relaxing. Your baby is moving and kicking made you making a good night's sleep unlikely and your bed seems to lack support in the positions you need it most - under your bump, under your shoulder and between your knees to help align your pelvis.

Made in Water has just launched a luxurious range of super soft organic pillows called Lulla-Luna, designed to give comfort where you most need it. The **Body Pillow** £65 comes with a cover and bag and measures 150 x 30cm. It is filled with natural spelt and the cover is made from 100% organic cotton. You can also buy an organic lambkin baby nest cover for £60. Also available are the **Moon Pillow** £35 and the **buckwheat filled Wedge Pillow** £30. Visit www.madeinwater.co.uk



Baby and Toddler Gear, Summer 2006

THREE WAYS TO... SUMMER SLEEP

Getting a good night's sleep when you're expecting can be tricky, and warm weather can make it even harder. So by these simple steps to sound sleep...

- 1. PROTECTIVE DRESS** can help you relax and drift off to sleep, particularly when combined with a shower or for a relaxing massage before bed. But you should always check which oils are safe to use during pregnancy with a qualified professional. Wind knock, for example, has an essential oil range that's specifically for you - and your pregnancy.
- 2. Visit www.madeinwater.co.uk or call the National Institute of Medical Herbalists on 01235 438027 to find a registered herbist.**
- 3. BREATHING SOFTLY AND RHYTHMICALLY** can help you relax into sleep, easing muscle tension and lowering heart rate. Close your mouth and breathe in deeply through your nose, holding the air a second before exhaling through your nose in the sound of 'hoo'.
- 4. GET SOME SUPPORT!** The organic Lulla-Luna body pillow will cradle your bump perfectly. Made from organic cotton, it is filled with spelt and buckwheat hulls - great known for their therapeutic effects.
- 5. Available for £65 from www.madeinwater.co.uk**



Pregnancy, Baby & You, July 2006


Rest-on-duty date! Cushion your curves meanwhile

SUPPORT IT! Cradled and held by the organic Lulla-Luna Body Pillow

The organic Lulla-Luna Body Pillow cradles and holds you perfectly during pregnancy. It supports your bump perfectly and makes your body to give extra comfort. It also transforms into a baby nest later by adding a lambkin cover.



Practical Parenting, July 2006



As my bump grew bigger I found it increasingly difficult to get comfortable in bed at night, until I tried the Lulla-Luna Body Pillow. Its unique shape really cradled my body and made me feel totally supported. This not only meant that I could finally get a good night's rest, I also noticed it helped with my back-ache.

Tara, mum of Steacy

I'm Pregnant, Summer 2006