



## **Glamourmom Wins JPMA Award And Introduces The Maternity Bra Tank To The Australian Market**

*Fertile Mind is providing pregnant and nursing mothers throughout Australia and the rest of the world a wide range of clothes, accessories and baby products to pregnant mums.*

For Immediate Release

SEAFORTH, NSW/EWORLDWIRE/Oct. 23, 2006 --- The Glamourmom label has been recognised as one of the Top 10 Innovative Products in the 2006 International Juvenile Products Manufacturers Association (JPMA) Show.

Winter Special currently offered consists of two Nude Glamourmom Nursing Bra Tops for \$110.00 plus a single postage & handling charge of \$3.50. They can be worn to bed under PJ tops to keep warm when middle of the night feedings are needed and during the day under long sleeve tops and shirts. The larger clip featured on the Glamourmom Nursing Bra Top allows easy access under standard wardrobe items. The comfortable feel makes it likely users will also end up wearing them every winter because they are so comfortable, whether or not breastfeeding. Available in Nude, Black with Lace, White with Lace, Baby Blue with Lace and Dusty Rose with Lace.

Pregnant customers can now enjoy all that warmth and comfort with their very own Glamouormom Maternity Bra Tank. A wonderful longer, roomier shape that flatters the pregnant and post-partum figure, the take is \$59.95 and available in Black, White & Baby Blue.

For customers wanting long sleeves in their breastfeeding clothing, the Baby Boubette range offers zip openings on each side. Theyâ€™re good quality cotton for an affordable price.

Dads-to-be find support and information with new product Being Dad DVD. Being Dad features interviews and commentary from over 60 new dads from around Australia ranging in age from 17-48 and includes experts such as a financial planner, an obstetrician, a social worker and a beer expert to help make the DVD entertaining and informative. It's lighthearted and naturally humorous and runs for approximately 2 schooners (90 mins).

The 6WayDress continues to sell well in winter - suggested in Woman's Day. The 2WayPants are also selling well and, because they have no waistband, keep the whole torso warm (waistband is under the armpits on the 2WayPants).

A new advertising campaign is running in leading pregnancy and parenting publications: Pregnancy and Birth, Cosmopolitan Pregnancy, Practical Parenting, Mother and Baby, Essence (the Australian Breastfeeding Association), Studio Bambini, Practical Pregnancy and Syd/Melb/Bris's Child.

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