



Sydney Parents Children's and Baby Expo Success for Fertile Mind

Fertile Mind launched its new service MumsCoach as well as displayed lots of their great products, particularly its new super silky Soft Shirt at the 2007 Sydney Parents Children's and Baby Expo.

For Immediate Release

SEAFORTH, NSW/EWORLDWIRE/July 2, 2007 --- Sydney Parents Children's and Baby Expo was on over the first weekend in June, Sydney residents had the opportunity to meet Fertile Mind's MumsCoach , its online life coach and professional organizer for mums on the Friday as well as having a look at great maternity and breastfeeding clothing. MumsCoach is now available through '<http://www.fertilemind.com.au>' or '<http://www.mumscoach.com.au>'. Great gift ideas for under \$30:

- Lalito Shaped Baby Wrap (the wrap "for dummies")
- Lalito Change Mat Covers
- Opaque winter maternity tights (wearers can cut off the feet for footless and wear when not pregnant) - Being Dad DVD (they loved it on "Sunrise")
- Bando (hugs the tummy and looks great)
- Belly Belt Combo (the must-have for early pregnancy)
- ExpectantSee screensaver (try the animated pregnancy timeline).

A new product the really got some attention was Fertile Minds Soft Shirt™ so comfortable many had to buy one, including Christine, the director, and she wasn't pregnant. Super silky soft, the quality was obvious. The Soft Shirt is great for pregnancy, breastfeeding and even as nightwear. Available in a delicious palette of colours - sauce (red), snow, liquorice or chocolate. RRP \$59.95

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