

Press contact:
Robyn Ungar
Associate Vice President
[Gregory FCA](#)
27 West Athens Avenue
Ardmore, Pa. 19003
Main: 610-228-2131
Robyn@GregoryFCA.com

Company contact:
Jennifer Moyer
Vice President of Marketing
Lansinoh Laboratories, Inc.
333 North Fairfax Street, Suite 400
Alexandria, Va. 22314
Main: 703-299-6460
Jmoyer@Lansinoh.com

FOR IMMEDIATE RELEASE

Nurture Notes by Lansinoh Laboratories Help Moms Reach Breastfeeding Milestones

#1 e-newsletter for breastfeeding moms provides information, support, and encouragement to help moms meet their breastfeeding goals

ALEXANDRIA, Va.—June 3, 2010— To support mothers, [Lansinoh Laboratories, Inc.](#) today launched newly redesigned [Nurture Notes™](#), the #1 e-newsletter dedicated to breastfeeding mothers. Written as a resource for expectant and new moms, Nurture Notes are designed to answer some of the concerns or questions you might have when preparing for your baby’s arrival, especially related to breastfeeding. They provide ongoing encouragement, support, and helpful information from the beginning of the third trimester of pregnancy until baby’s first birthday. Nurture Notes speak directly to what moms are going through, and are timed to hit their inboxes when moms need it the most.

Nurture Notes cover meaningful topics in a way that is understandable and comforting to any mom, including information about choosing a breastfeeding-friendly pediatrician, advice about pumping at work, creating a plan for nursing a teething infant, and dealing with sore nipples.

“As natural as breastfeeding is, it does not always come naturally and moms can encounter challenges,” says Gina Ciagne, Certified Lactation Counselor and the Director of Breastfeeding and Consumer Relations for Lansinoh. “As many of us are either current or former

breastfeeding and pumping moms, we know firsthand the roadblocks that moms can encounter on the road to breastfeeding both while pregnant and in the first days and months of motherhood. Nurture Notes can be her roadmap around these obstacles. When the going gets tough, they can turn to Nurture Notes for specifically timed tips, support, and resources. ”

With a fresh, contemporary look, Nurture Notes feature a helpful message commensurate with your week of pregnancy or age of your baby, a Quick Tip, a Did You Know? section with a fact about breastfeeding, and a breastfeeding video, checklist, or product spotlight. They are also integrated with other sources of breastfeeding news and information, including the Lansinoh sponsored breastfeeding blog, [ByMomsForMoms.net](#), Gina’s Twitter handle, [@GinaAtLansinoh](#), and the Lansinoh [Facebook Fan Page](#). Lansinoh is committed to ensuring Nurture Notes include valuable, timely information that moms can rely on and trust.

Nurture Notes are free, and the sooner moms-to-be [sign up for Nurture Notes](#) the more information they’ll get, as the first of the 29 e-newsletters is sent 14 weeks before their due date. To see a sample of a Nurture Note [click here](#).

ABOUT LANSINOH LABORATORIES, INC.

Founded in 1984 by a breastfeeding mother, [Lansinoh Laboratories, Inc.](#), Alexandria, Va., is a global leader of premium products by and for breastfeeding mothers. The company’s expanding product line is available in over 25,000 retail stores nationwide. The company is committed to developing new products that support mothers, babies, and personal health through internal product development and selective acquisitions.

###