



News Release

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www.boppy.com

BOPPY® FEEDING PILLOWS ENHANCE BONDING BETWEEN MOM AND BABY

Golden, CO-- The Boppy Pillow, America's # 1 baby product for 5 years in-a-row, has been shown to increase bonding between parent and child, and to contribute in many ways to the well-being of the mother according to new research conducted by *Research Solutions Inc.*. According to the study, frequent Boppy pillow users feel more bonded with, and closer to, their babies during feeding.

- In both unaided questioning and attitudinal measures, *Boppy* pillow owners extol the product benefits of increased comfort and safe infant support during feeding and play time.
 - ⇒ Moms who own a *Boppy* pillow are significantly more likely to describe their baby as relaxed and happy during feeding time (90% versus 85% of non-owners)
 - ⇒ Frequent *Boppy* pillow users are more likely than non-users to describe feeding time as a chance to bond with their baby (92% versus 82%) and to feel closer to their baby during feeds than at other times (70% versus 44%)
- *Boppy* pillow usage is also positively correlated to overall maternal wellbeing.
 - ⇒ *Boppy* pillow owners are significantly more likely than non-owners to feel happy and relaxed
 - ⇒ *Boppy* pillow owners are more likely than non-owners to be in good health and to agree that these are the best years of their lives
 - ⇒ In contrast, moms who do not own a *Boppy* pillow, nursing or bottle-feeding are significantly more likely to feel alone and dissatisfied with their lives

(more)

- As illustrated throughout numerous verbatim comments, the *Boppy* pillow enables mother and child to focus on the pleasures of feeding and playing – including increased snuggling and cuddling, more eye contact and richer communication

The study did not differentiate bottle-feeding from breastfeeding, and the Boppy pillow is used for both.

This research conducted by *Research Solutions Inc.* was collected in January 2007. The all woman sample size included 3,058 made up of *American Baby* panelists. The average age of the women who participated was 30 years old. (*Specific information about the research can be forwarded upon request.*)

The Boppy Company, makers of the award-winning Boppy® feeding and infant support pillow, has been voted the number one baby product by *American Baby* magazine for five straight years. Created by mom inventor Susan Brown in 1990 the award-winning Boppy pillow has become a “must have” in today’s nurseries. The Boppy Company is dedicated to making life more comfortable for moms and babies and has a full line of prenatal products too. For more information, visit www.boppy.com.

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