



PRESS RELEASE

**MOTHERS AND LACTATION EXPERTS PRAISE LATEST
MEDICAL INNOVATION FOR THE SAFE AND EFFECTIVE
TREATMENT OF BREASTFEEDING CONDITIONS**

Labeled A “Must Have” for New Moms, Patent-Pending Thermal Gel Packs Replace Traditional Frozen Bags of Peas and Cabbage Leaf Remedies

ATLANTA, Ga. (September 2, 2003) - At the La Leche League International Conference in San Francisco, lactation experts worldwide were introduced to the newest innovation in the treatment of nursing breasts. A more convenient, safe, comfortable and comprehensive solution to traditional frozen peas and cabbage leaf remedies, BustBuddies™ are being called one of the best-ever medical inventions for breastfeeding moms. All-in-one, soft, warm/cool thermal gel packs designed specifically to extend women’s breastfeeding experience and enable more babies to benefit from breastfeeding-related health benefits, BustBuddies effectively treat common breastfeeding conditions.

"After seeing BustBuddies and holding them in my hand, the potential benefits that they can provide for nursing mothers became clear," said P. Diane Frederick, Registered Nurse (RN) and International Board Certified Lactation Consultant (IBCLC) in the Lactation Services Department at Gwinnett Women's Pavilion in Duluth, Georgia. Mrs. Frederick added, " I am especially impressed by BustBuddies' unique compartment-like design, enabling the thermal gel to be

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concentrated and deliver relief in specific areas of need. I look forward to being able to provide our patients with this innovative solution and expect it to increase the comfort level of all nursing mothers who choose to use it."

Molly White, mother of Jackson and BustBuddies user commented, "BustBuddies are a must-have for all new mothers. The warmth of the packs helped soothe specific areas of my breasts and provided immediate relief from the inflammation and discomfort I experienced due to mastitis. BustBuddies made a big difference in enabling me to continue to breastfeed. I highly recommend this outstanding treatment to every new mom!"

BustBuddies' unique circular design easily conforms to women's breasts to effectively reduce inflammation and increase circulation to relieve a wide range of common breastfeeding conditions during a women's total breastfeeding cycle including:

- engorgement,
- breast soreness from frequent nursing or pumping,
- mastitis or breast infection;
- and plugged ducts.

In addition, using BustBuddies warm immediately prior to feedings encourages milk flow for better feedings and can help prevent plugged ducts and mastitis. During the weaning process, BustBuddies deliver relief to engorged breasts due to the reduction of the overall number of feedings. Used cold, BustBuddies can also provide effective inflammation reduction for women recovering from breast surgery.

BustBuddies Replace Traditional Frozen Peas and Cabbage Leaf Remedies

Traditional remedies are limiting in that they can only help with providing one type of treatment. In addition, while frozen peas may help reduce inflammation it is difficult to get them to reach a comfortable freezing temperature and their hard, bumpy texture and moisture on the skin are often

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unpleasant. The use of cabbage leaves has been found to be effective in treating engorgement but if used improperly can reduce milk production. BustBuddies are not only effective but they are safe (100% hypoallergenic and completely non-toxic), convenient (can be easily heated or cooled and placed in bra) and comfortable (retain gel texture even when frozen, contain medical-grade fabric).

BustBuddies have been uniquely designed to be the most effective and highest quality thermal treatment available and include a large thermal pack area for both warm and cool therapy depending on nursing mothers' needs.

BustBuddies can be quickly warmed by placing in the microwave for a few seconds or immersed in hot water. Conversely, they easily retain cold by placing them in the refrigerator or freezer until a desired temperature is reached. In addition, even frozen BustBuddies retain their soft gel feel delivering maximum comfort and distribution of cold on the breast.

BustBuddies contain high amounts of thermal gel for immediate relief and a soft, medical fabric-covered side for maximum comfort. The unique thermal gel contained in BustBuddies is non-toxic. The plastic and medical fabric are 100% hypoallergenic. BustBuddies can be used alone or can be placed easily into any sized bra.

About Maternal Care, Inc.

Formed in late 2002, Maternal Care, Inc. is the maker of BustBuddies™, innovative breast thermal gel packs designed to relieve the discomforts commonly associated with breastfeeding. Inspired by breastfeeding their own children, three moms from Atlanta left the corporate world and founded and self-funded Maternal Care with the mission of enabling more women and babies to benefit from a happy and healthy breastfeeding experience. For more information about Maternal Care and BustBuddies, please visit www.maternal-care.com, email info@maternal-care.com or call (770) 671-0610.

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