



The cushion that pushes you up

NEWS RELEASE

**First Organic Cotton Breast Support Pillow
Now Available for Eco-conscious Breastfeeding Moms
*Cushie Pushie™ Launches Breast Support Pillow Made of
100% Organic Cotton Flannel and Batting***

For Immediate Release

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Lawrenceville, NJ (January 2, 2008) – **A unique organic cotton breast support pillow is now available for eco-conscious breastfeeding moms whose New Year's Resolution is to "Go Green."** The Cushie Pushie™ Organic is produced from 100% organic cotton flannel and 100% organic cotton batting. This is the first product of its kind to provide breast support for breastfeeding mothers made from organic materials.

What is a Cushie Pushie Organic Breast Support Pillow?

The soft, eco-friendly pillow pushes the breast upward in order to allow easy latching on by the nursing child, while maintaining correct breast positioning throughout the feeding. By keeping the breast pushed up, it also frees one hand from continually supporting the breast while nursing. It allows one-handed breastfeeding for busy moms who are continually multi-tasking, even while nursing. This product is particular helpful for larger breasted moms or moms whose breast lack the elasticity they once had. It is a toxin free, natural, safe, healthy alternative for breastfeeding moms who need some extra support. According to the Mama Speaks website, "Mama's with a little "more" to offer will appreciate this little lifter."

The rich natural heavy 8 oz. organic cotton flannel and soft cotton batting are produced without the use of pesticides and fertilizers in the USA. Many of the most expensive pillows produced are made in part from organic cotton.

What Are Mothers Saying About The Cushie Pushie Breast Support Pillow?

According to a Kentucky mother of three, "My Cushie Pushie Breast Pillow has been a life saver! It really makes breastfeeding SO much easier these days! I wish it had been around with my first two babies! I love the fact that it is completely washable...I would say this is a must have product for any breastfeeding moms who have larger breasts."

Another breastfeeding mother from Illinois says, "I've just found the best nursing support pillow around. It positions you so that you can actually nurse using just one hand."

In addition, a new mom from Canada states, "The breast pillow is actually quite cool to use...The pillow takes up that extra room between your elbow and the baby's head so that you can comfortably hold the baby firmly to your breast with only one arm."

About Cushie Pushie Company

The Cushie Pushie Company is headquartered in Lawrenceville, NJ. A working mother of two, Lois Whittaker is the owner of the company and inventor of the Cushie Pushie™. With a goal to make breastfeeding easier for new as well as experience moms, the Cushie Pushie Company aims to provide a quality product at a reasonable cost.

For more information, visit www.cushiepushie.com.

For additional press information, visit www.cushiepushie.com/press.htm.

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