

Cushie Pushie™

The cushion that pushes you up

Breast Support Pillow for Nursing Moms

Infant/Baby Market

- 4.1 million babies born each year
- 73% are breastfed while in hospital
- 41.5% still breastfed at 6 mos.
- Government initiative to raise to 50% at 6 mos. By 2010.
- Targeted at woman with breasts Cup B and up who need support for their breast while breastfeeding.

Product Description

The Cushie Pushie™ is a cushiony pillow that pushes the breast upward in order to allow easy latching on by the nursing child, while maintaining correct positioning throughout the feeding. By keeping the breast pushed up, it also frees one hand from continually supporting the breast while nursing.

Cushie Pushie™ Features

- 100% polyester fill
- Non-allergenic, and does not clump
- Machine washable.
- The surface is a soft, cotton material.
- Available in organic version of certified organic cotton fabric and fill.
- Manufactured in the USA.

Retail Benefits

- Helps nursing mothers gain the correct breast position for optimal breastfeeding.

Customer Testimonials

- "I've just found the best nursing support pillow around."
- "My Cushie Pushie Breast Pillow has been a life saver!"
- "The Cushie Pushie worked great!"
- "I give it a thumbs up!"

Legal Information

- Patent-pending (August 2007)

How to Use

- Put the longest side of the Cushie Pushie under the breast you plan to nurse with. The flat part facing out.
- The shortest side should be against the arm corresponding to the breast you will be nursing with.
- Adjust as needed.
- Bring baby to nipple.
- Use your upper arm to assist in maintaining the correct position during feeding.

