

# **Snugabell™ Mom & Baby Gear Introduces The Toni Top™: The Premiere Piece of their “bump, breast & beyond™” Apparel Line**

**The Toni Top, designed by Snugabell, is a stunning and luxurious top that flatters any woman and is designed for all stages of a mother’s busy life – from pregnancy to nursing and beyond weaning.**

**Vancouver, Canada (September 2011)** – Snugabell Mom & Baby Gear is very excited to introduce the Toni Top, the beautiful yet versatile, figure-flattering, and unique nursing top that doesn’t look like a nursing top, at the 2011 ABC Kids Expo in Louisville, Kentucky from September 23-26, 2011. The Toni Top represents Snugabell’s first entry into the maternity and nursing apparel industry, following in the steps of their very popular PumpEase, the world’s only fashionable hands-free pumping bra, and PumpEase Organic, the world’s only organic hands-free pumping bra. A video demonstration of the Toni Top is available at <http://www.youtube.com/snugabell>.

The Toni Top (ToniTop.com) is made from a light, supple modal and spandex jersey knit fabric that is luxuriously soft and comfortable to wear yet incredibly easy to care for. The wide-set, sweetheart neckline and wrap nursing panels create a flattering silhouette for any figure – whether during pregnancy, postpartum, or beyond – helping all women look and feel good while wearing it. Because the Toni Top can be worn through all stages of a busy mom’s life, it also translates into an exceptional long-term value.

“The Jett black color and three-quarter length sleeve make the Toni Top the perfect foundation piece for any mom’s wardrobe,” says Wendy Armbruster Bell, Founder & Creative Director of Snugabell Mom & Baby Gear, who has more than 16 years experience in the fashion design industry. “It’s a timeless piece that can look professional, dressy, or casual with a quick change of shoes and accessories and will instantly become her favorite piece.”

Breastfeeding moms can discretely part the Toni Top’s nursing panels for easy access to the breast for nursing or pumping. The panels provide ample coverage as mom gains confidence nursing in public. The Toni Top has none of the tell-tale slits or zippers found on conventional nursing shirts – just good design, a hallmark of Snugabell’s products. As an added bonus, the crossover panels are supportive enough to hold pump flanges hands-free, giving busy multi-tasking moms the gift of time.

Fifty nursing moms recently volunteered to rigorously test and review the Toni Top for Snugabell. The feedback received included:

- “I LOVE the Toni Top! The first time I put it on, I not only wanted to breastfeed in it, I wanted to go out on a date with my hubby! :) This top feels amazing, it looks beautiful, it functions superbly, and it makes me feel sexy! I can see myself wearing this while breastfeeding and long after as a regular top.” – Brittney
- “The Toni Top is a cure to the common nursing top. It is comfortable (oh so soft) and made of good material. The nursing panels form a wrap that makes public nursing a breeze.” - Becky
- “I loved that I could put this on with a skirt and look professional while still having each access to nurse my son on a business trip.” – Chris
- “The Toni Top is everything a great nursing top should be – comfortable, stylish and functional! It’s easy to nurse discretely, has no pesky snaps or buttons to fiddle with,

provides great access for baby, and does it all without looking like anything but a lovely top! It's a must-have for any nursing mama!" - Jen

Retail Buyers and media attending the ABC Kids Expo can contact Wendy to set-up an appointment to view the Toni Top, or simply stop by Snugabell's booth #1537 in the nursing/feeding section between 2-3pm on Saturday, September 24<sup>th</sup> to see a Live Demo and enter for a chance to win their order. For those at home, #ToniTopLive will also be live streamed on Twitter (<http://www.twitter.com/snugabell>) and the Snugabell Facebook Page (<http://www.facebook.com/snugabell>).

Snugabell Mom & Baby Gear believes in giving back to the community of moms and getting actively involved in causes they believe in. The Snugabell blog (<http://www.snugabell.com/blog>) provides information about pre and post-partum health and wellness, breastfeeding and pumping, other fabulous products and businesses, creating a breastfeeding-friendly culture, and some behind-the-scenes looks at the company. The Snugabell Resource page (<http://www.snugabell.com/resource-links>) lists a myriad of helpful websites for pregnant and breastfeeding women and a few things for Dad too.

Snugabell is proud to donate \$2.00 from the online sale of every PumpEase and PumpEase Organic, as well as all proceeds from the sale of their "Miracle" door hanger, to the Best for Babes Foundation, an organization whose mission it is to help moms beat the cultural and institutional barriers that prevent them from achieving their personal breastfeeding goals. For more information about Best for Babes, see <http://www.bestforbabes.org>.

To make an appointment for the ABC Kids Expo or for more information about the Toni Top, please contact Wendy:

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