

 **bodyafterbaby**™  
*Relieve. Recover. Reclaim.*

maternity and post-pregnancy support wear

2013-14 Media



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## About

Pregnancy and childbirth are two of the most treasured times in a woman's life, but can also place tremendous demands on a woman's body. Body After Baby™ was created out of a common need all mothers have shared, proper support for their bodies during and after pregnancy. Our family and friends were having babies but were left searching for the proper type of support they needed and desired. From abdominal binders to shapewear, whether they were too bulky, uncomfortable, or just plain didn't do the job - products in the current marketplace were not meeting the needs of new and expecting mothers.

We set out to develop the ideal line of maternity and post-pregnancy support wear, supporting this unique transformation in a women's body. The Body After Baby team has worked with medical compression garments, recovery devices, and wound therapy for over 20 years in the fields of Plastic Surgery, Obstetrics, and Physical Therapy. Working closely with leading doctors, medical professionals, and most importantly moms... we understand the needs of your pregnant and post-pregnant body.

## Relieve, Recover, and Reclaim

These 3 stages of support are the foundation for the products we make. Helping new moms feel better, look better, and recover in comfort!



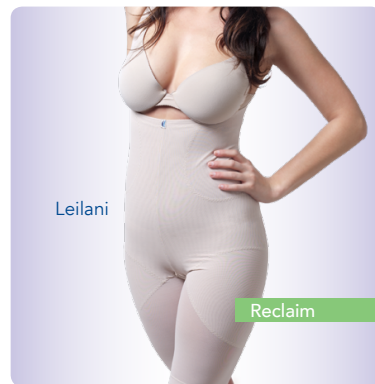
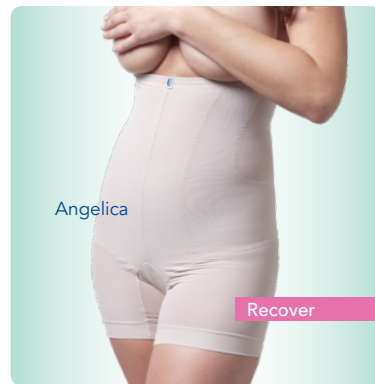
## Product Collection

3 Stages of Support:

Relieve . Recover . Reclaim

Compression and Support are the keys to our effective and comfortable Maternity and Post-Pregnancy support garments. Each of our support garments are designed with unique support panels that target the areas most effected by pregnancy, labor, and delivery. Our support garments balance the ideal amount of compression and support to ensure proper fit and function while maintaining comfort.

**bodyafterbaby™**



Relieve. Recover. Reclaim

[mybodyafterbaby.com](https://mybodyafterbaby.com)

# The Motherload : Maternity Support Band

## What A Relief

*The Motherload has helped me with all the aches and pains during my pregnancy, and I'm 8mos. along now and feel great. When my lower back starts to become uncomfortable, it's such a relief to strap on the Motherload to help support my back and belly. I'm not sure what I would do without it, what a great product! I will definitely be coming back for an abdominal recovery garment after my baby.*

- Alexis M., San Clemente, CA

## The Best Support During Pregnancy

*The Motherload Support Band fits me at every stage of pregnancy. It can be adjusted to fit my needs as I grow and the band feels supportive and comfortable to my lower back. I recommend this product to all my pregnant friends & plan to use it with all my future pregnancies. The quality of materials are so much more substantial than other supportive bands on the market.*

- Michelle H., Laguna Beach, CA



the  
motherload™

# Angelica : Post-Pregnancy Recovery : Traditional Delivery

## Much Improved Recovery

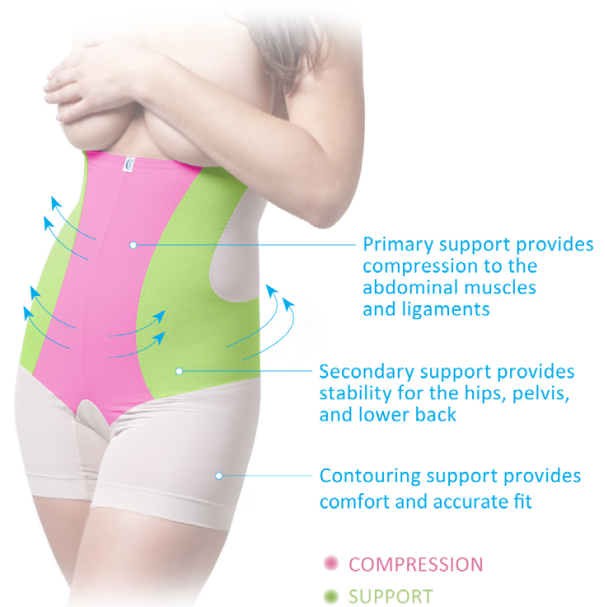
*My labor was dramatic and made my insides feel very weak after sore after delivery. I started wearing the Angelica garment within the first week because my doctor recommended I wear some type of support. Nothing I found was as comfortable and supportive as this garment, most were plain belly binders. I feel so much better and my entire tummy and lower back is supported. My recovery has improved so much over my first pregnancy.*

- Anna T., Dallas, TX

## Just What I Needed

*With a hectic schedule of nursing and running around, I was in need of the right support to help my recovery. The Angelica garment really held me in, helping me feel stable and keep my insides where they should be until I healed all the way. The soft breathable fabric is so comfortable I hardly notice that I'd been wearing it all day. I love this garment and only wish it were available during my first pregnancy.*

- Katie S., San Francisco, CA



# Sienna : Post-Pregnancy Recovery : C-Section Delivery

## *I Needed This Support*

I just had my second child via C-Section and I must say how happy I am to have found this Sienna C-Section garment. I was given an abdominal wrap from the hospital with both of my deliveries, the second time was slightly better, but still felt heavy and uncomfortable. The Sienna garment is much more supportive in the right areas and its super soft and breathes so I can wear it all day. I am 4 weeks postpartum and my scar already looks better and I'm one happy mama!

- Ericka T., Portland, OR

## *Huge Difference in My Recovery*

I recently had my second C-Section and immediately after wore the Sienna C-Section recovery garment. My mid-section was held in place and I was able to get back into "mommy mode" much quicker then with my first cesarean. It has now be 5 weeks post-op and am so happy with the results. I cannot say enough on how amazing the Sienna C-Section garment is...Thank you Body After Baby!

- Danielle S., San Clemente, CA



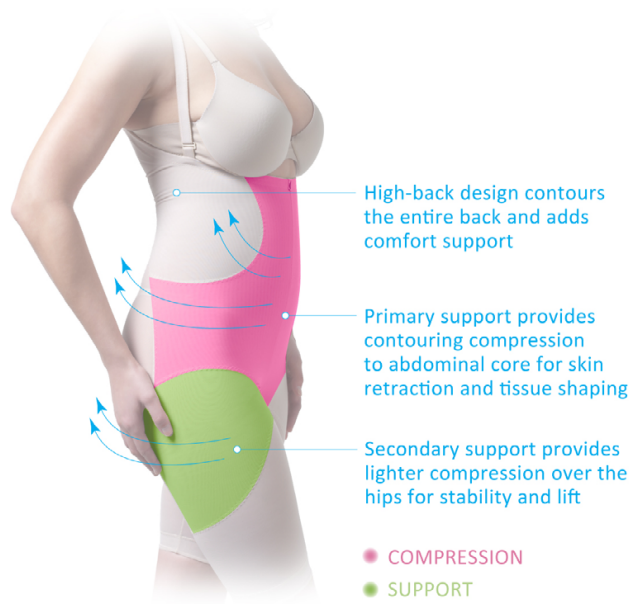


# Leilani : Post-Pregnancy Recovery : Body Contouring

## *In My Skinny Jeans Again*

*I was 4 months post baby and had lost my baby weight, but not everything was in the same place or as tight as I would have liked. I had tried Spanx, but I was constantly adjusting, whether it was pulling the legs down or the waist up, without the proper support throughout the day. I was given the Leilani Body Contouring garment as a gift and couldn't believe how much better supported and comfortable I was compared to other contouring garments. The bands around the legs keep it in place and are super comfortable. The Leilani covered my whole abdominal area so there was no muffin top. I could finally fit into my skinny jeans and I feel great! Thank you Body After Baby!*

- Jane G., Huntington Beach, CA





# Everyday Shapewear vs. Body After Baby™ Post Pregnancy Support

## What's the Difference?

Shopping for post pregnancy shapewear? Then you've likely realized that you have plenty of options. After all, department and discount stores are lined with new and trendy shapewear that's designed to give you that curvy-held-in look. But if you've just given birth, those everyday shapewear products fall short of what you actually need.

Here are some of the reasons new moms need and deserve a post pregnancy support garment designed specifically for their bodies.

- Shapewear only provides a single level of temporary shaping support
- Shapewear can feature scratchy, uncomfortable fabric
- Shapewear often pulls on areas that are sensitive
- Body After Baby support garments are designed specifically for your post pregnancy support needs

Body After Baby support garments are different; we incorporate features that allow for continual support, comfort, and benefit. Our post pregnancy support garments provide gentle and healing compression, anatomical support panels, breathable and super-soft fabric, antimicrobial and latex free, and the easy-on/easy-off design that recuperating moms need during the healing process after birth.

April 10, 2013 Press Release

## Most Moms in U.S. Not Getting Proper Care After a C-Section

As most moms will tell you, pregnancy and childbirth are one of the most dramatic things that can happen to a woman's body, yet it's all perfectly natural. Recovery though, especially from C-section delivery, greatly depends on the care that a mom receives post-delivery, after all this is real surgery!

Many new mothers are provided an Abdominal Binder of some type following their C-section delivery while recovering in the hospital. One thing in common with all abdominal binders is that they offer limited general support without much comfort in mind and are designed around price. The average binder is 9-12" wide and made from fairly stiff and bulky elastic that does not breathe and restricts movement, isolating the support to a fixed portion of the abdomen where the compression and support remains the same, many times disrupting circulation. In many cases these limitations render the abdominal binder uncomfortable, cumbersome and useless to a new mom with the multiple demands of taking care of a newborn, while recovering herself.

### What should moms-to-be look for when it comes to post C-Section support?

- Anatomical Design – support panels target the lower abdomen while providing secondary support to the lower back and hips maintaining compression and support.
- MicroNet Fabric - lightweight and breathable construction with a soft-touch antimicrobial finish to keep you comfortable while maintaining stretch memory and support.
- Seamless Support Panel – the lower abdominal support panel has no direct contact seams in the C-section incision site area that can typically cause skin and wound irritations.
- Side Zipper – allows easy on/off garment application with minimal effort while recovering with limited strength and motion.

*"All our C-section patients have a need for proper support during the post-pregnancy recovery period. I recommend all my patients undergoing a C-section delivery to use the Sienna C-section Recovery Garment by Body After Baby. It helps tremendously with the healing process and keeps moms comfortable throughout their recovery. My patients and all of our doctors love this product and company."*

*- - Mary O'Toole, MD : Orange Coast Women's Medical Group, Laguna Hills, CA*

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