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Another late night at work?

NORTH SHORE
Outlook

BACK

SEND TO A FRIEND

FEEDBACK

QUESTION OF THE WEEK

Is there an affordable housing crisis on the North Shore?

Yes

No

Submit

VIEW RESULTS

Hats off to mom

By **ALYSSA NOEL**
 Staff Reporter

May 24 2007

Former North Shore resident launches a new product that will help moms breast feed in style.

Take the following description and try to imagine what the product might look like: Breast feeding bonnet.

What did you come up with? A bonnet-clad mother from the 18th century sitting regally on a park bench with a baby latched to her breast? A brimless hat that, curiously, produces milk?

If you're completely stumped, you have a good excuse.

The world's first breast feeding bonnet has only been on the market for about a week. But if inventor and entrepreneur Diane Sam has her way, soon the bonnets will be a staple for breast feeding moms.

The big, floppy hats are meant to replace conventional methods for covering up a mother's breast during feeding. Sam, a former North Shore resident, came up with the idea last summer when she was at the park with her two sons, one a toddler who was playing on the swings and another a baby who wanted to eat.

Sam looked around for something to cover up her breast while she nursed and saw her toddler's floppy sun hat.

She put it on her baby's head and realized that it gave them privacy



Made in the shade - Liz Thirsk demonstrates that feeding her baby in public is no longer an issue thanks to the new breast feeding bonnet. Submitted photo

and actually stayed in place better than a nursing blanket.

An entrepreneur to the core, she realized this was an original idea she could market. After rounding up some talented graphic designers and carefully putting together a product that was cute, funny and high-quality, Sam was ready to launch MoBoleez. So far the moms who have used the bonnet love it, she said.

"I can't keep them," she said. "They're flying out the door. People love things that are new and practical."

The hats come in soft colours and a variety of designs, including a bunny with a coffee mug and the words Café au Lait, the Milky Way and a bird declaring "it's Time to tweet!"

The design is at the top of that hat.

The inside brim features messages like yummy mummy and hi mummy.

"I wanted the images to reflect a sense of humour and a sense of intimacy between the mother and the child. I wanted it to be sweet and happy and fun," Sam said.

The material is made of eco-fibres, including a bamboo and cotton blend. "It (was) important to me personally. I really tried to put my heart into this product," she said.

Currently, Sam is in the process of finding retailers who would be interested in carrying the bonnets. For more information or to purchase them online visit www.moboleez.com.

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