

## **No Need To Hide Away Anymore! Be Proud To Breastfeed - And Maintain Your Privacy.**

*By KissKiss HugHug Pty Ltd*

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*Does society really accept women breastfeeding in public? Do women feel confident and happy when breastfeeding in public? Women should be proud to breastfeed in public. However if they are not comfortable, a breastfeeding cover might be a solution.*

A mother from Maroochydore has approached the anti-discrimination board after being told to use the toilet block to breastfeed at her local pool.

Felecia Tappenden, Director of KissKiss HugHug, has also been faced with uncomfortable situations when breastfeeding in public – and on one occasion actually did breastfeed her baby in a public toilet while out for dinner at a local Chinese restaurant.

Felecia said “While it’s important for women to feel confident breastfeeding in public, unfortunately not all women want to be crusaders in the ‘free to breastfeed anywhere’ debate if it means they might accidentally ‘flash’ at a stranger. We receive feedback from customers who say they are (rightly) proud to breastfeed but the risk of accidentally flashing at strangers really puts them off breastfeeding in public.”

In fact, a recent survey of over 600 men and women conducted by KissKiss HugHug found;

- 40% of women would feed their baby formula to avoid breastfeeding in front of friends and strangers
- 54% of women hate breastfeeding in public so much that they plan their day around it
- One in seven women breastfeed at home only
- One in four women always use a parents room to breastfeed their babies when one is available

KissKiss HugHug’s revolutionary breastfeeding cover, with its unique neckline that provides mum with privacy and the benefit of seeing baby while he or she feeds, is an extremely useful tool for new mothers who are nervous about breastfeeding in public. It means nervous mums don’t have to find parent rooms when their baby is hungry – they can comfortably and confidently pull out their breastfeeding cover from their nappy bag and breastfeed anywhere anytime, proudly.

KissKiss HugHug Director Felecia Tappenden believes breastfeeding covers may encourage women to breastfeed for longer as it frees up their life by enabling them to get out and about when it suits them – and not have to plan their day or be stressed about breastfeeding when baby gets hungry.

Real life case studies available on request.

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About KissKiss HugHug: KissKiss HugHug™ was created by Felecia Tappenden and Jacqueline Scott, two mothers looking for solutions to problems they faced as new mothers. Their first product, the KissKiss HugHug breastfeeding cover was developed as they weren’t always comfortable with breastfeeding in public, but didn’t want their lives ruled by feeding times.

KissKiss HugHug’s product-line includes reversible and one sided breastfeeding covers, dummy savers and alcohol screening for breastfeeding mothers. For more information on KissKiss HugHug™, go to [www.kisskissshughug.com.au](http://www.kisskissshughug.com.au)

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