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FOR IMMEDIATE RELEASE

Lansinoh Laboratories, Inc. Acquires mOmma®

Acquisition of Italian-based company brings beautifully designed range of high-quality, well-crafted products and accessories to a well-known and trusted brand of breastfeeding products and accessories.

ALEXANDRIA, Va.—January 5, 2011—Today [Lansinoh Laboratories, Inc.](http://www.lansinoh.com) announced the acquisition of the [mOmma®](http://www.momma.com) brand of baby feeding products and accessories. This is the latest move in Lansinoh's strategy to expand its product line to meet the needs of parents and their developing babies. mOmma® is a range of beautiful, Italian-designed developmental baby feeding products and accessories for moms looking for a quality, well-crafted brand. mOmma® products have been developed with unique educational design features and the latest BPA free technology that is safe for children of all ages.

The period between infancy through toddler-hood is an exciting but often overwhelming time for parents. The mOmma® portfolio of products is revolutionary in that it brings together innovation; technology; unique, rocking movement; and stylish design. Designed with round shapes, mOmma® products are the most ergonomic for a baby's hands to manage and the rocking movement captures the baby's attention and stimulates curiosity. The mOmma® line of

innovative products are designed according to a baby's changing needs during various phases of his growth and development. mOmma® products will join the full Lansinoh® product line, which is available at retailers nationwide.

For over 25 years Lansinoh® has been a trusted brand for breastfeeding accessories throughout the world and its commitment to breastfeeding as the best way to nurture and nourish babies continues to be at the forefront of its priorities. Lansinoh® adheres to the [International Code of Marketing for Breast Milk Substitutes](#), also known as the WHO Code. It was created in 1981 to globally protect and promote breastfeeding and serves as a guide for infant formula, bottle, and nipple manufacturers to ensure that their products are marketed in an appropriate manner. As a part of Lansinoh®, mOmma® will be brought into compliance with the WHO Code and Lansinoh® will seek guidance and advisement on the process from WHO Code monitors and authorities.

“We are excited to bring mOmma® technology, innovation, and design to parents and babies in the United States,” says Kevin Vyse-Peacock, CEO of Lansinoh. “mOmma® products bring fun and encourage motor skill development and discovery. Our heritage serving the needs of breastfeeding mothers and babies aligns with the dedication and culture of mOmma®. Parents and babies can now grow with Lansinoh® and mOmma® with a complete first-class feeding and accessories product portfolio.”

mOmma® was established in Switzerland in January 2006 by Jacques and Marcela Naim. Jacques is a veteran of the baby industry, having worked for many years for some of the world's leading brands. Jacques was always interested in design and had commissioned important projects to design icons like Philippe Stark and Keith Haring. Jacques will remain with the company and continue to develop the brand that he started.

“The mission of mOmma® is to support research and development of innovative and contemporary baby products that combine function and beauty,” says Jacques Naim, Managing Director of mOmma®. “mOmma® brand products are developed with safety, creativity, design, entertainment, and nourishing aspects in mind. We look forward to bringing safe, innovative, and modern products to market with Lansinoh®, and to our joint efforts in meeting the needs of parents and babies.”

ABOUT LANSINOH LABORATORIES, INC.

[Lansinoh Laboratories, Inc.](#), Alexandria, Va., is a global leader of premium breastfeeding and baby products serving as the parent company of Lansinoh® and mOmma®. The company’s expanding product line is available in over 25,000 retail stores nationwide. The company is committed to developing new products that support mothers, babies, and personal health through internal product development and selective acquisitions.

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Jacques Naim, Managing Director, mOmma®

Photo: <http://bit.ly/gxy143>

Jacques Naim, Managing Director, mOmma®

Biography: http://www.gregoryfca.com/blogs/lans/documents/Lansinoh_JacquesNaim_Bio.pdf

RSS feed: <http://feeds2.feedburner.com/Lansinoh>

Web site(s):

<http://www.mommatechnology.com>

<http://www.lansinoh.com>

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