



**MEDIA RELEASE**

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## **ABA endorses breast pump company LACEVO 's new wearable breast pump**

The Australian Breastfeeding Association (ABA), Australia's leading authority on breastfeeding, is pleased to announce its first endorsement of a wearable breast pump, the LACEVO S70 In-Bra Wearable Breast Pump.

For over sixty years, ABA has provided practical mother-to-mother peer support and up to date and evidenced -based information to parents and families. LACEVO's hands-free, untethered, in-bra breast pump, is designed for busy mothers on the move and perfect for mums returning to work.

ABA conducted testing and evaluation, with the support of breastfeeding mums, producing the following results:

- All respondents liked the look and feel of the pump and found it easy to assemble and use.
- Suction and speed settings were all rated positively.
- Noise levels of the pump were described as '*moderate*' or '*quiet*' equally.
- The time taken for pumping was described as the same or slightly longer than with non-wearable pumps.
- Being able to go 'hands free' meant that respondents were able to complete other tasks, which was highly valued.

Historically, wearable breast pumps have presented challenges including weaker suction and shorter flange tunnels, limiting their usability for those who pump frequently or who have elastic nipple tissue.

'We have been impressed with the way LACEVO's Wearable Breast Pump is breaking down these barriers with its innovative design and thoughtful features,' said Ms Marshall-Cerins, ABA's Executive Officer. 'During ABA's testing of the product, it received positive reviews from breastfeeding mothers, across a range of categories, from function and performance, right through to user experience.'

The LACEVO S70 Wearable Breast Pump was designed by Sally Grice, an Australian breastfeeding mother of two, with nearly 20 years of product development and manufacturing experience who faced challenges with pumping while balancing both work and motherhood.

'Not only was I battling an over-supply while using pumps that were nowhere near efficient enough, but I also have elastic nipples so was dealing with painful engorgement due to inadequate milk removal, and the consequences of that on my mental health,' said Ms Grice. 'I desperately wanted to provide breastmilk for my baby, but I felt let down by what were supposed to be the best quality tools available, so I decided to make my own.'

### **Supporting global recommendations and improving breastfeeding accessibility**

ABA's endorsement of the LACEVO S70 Wearable Breast Pump, supports WHO and UNICEF guidance, which recommends exclusive breastfeeding for the first 6 months, and continued breastfeeding with complementary foods up to 2 years and beyond.

'We know that breastfeeding rates steadily decline as our babies grow,' said Ms Marshall-Cerins. 'In Australia 96% of women breastfeed when their babies are born, however less than 16% of babies are still exclusively breastfed at 5 months old.' (Australian Institute of Health and Welfare (2011).

While there are a range of reasons for this decrease, ABA recognises that many women find it challenging to balance the demands of breastfeeding and work. The availability of more convenient tools like the LACEVO S70 is a game changer for women wanting to combine work and breastfeeding. Access to tools like the LACEVO S70 reduces the need for women to compromise on their breastfeeding goals and may support mothers to provide breastmilk to their babies for longer than they may otherwise have been able to.

#### **About the Australian Breastfeeding Association**

ABA is Australia's leading authority on breastfeeding support, education and advocacy. They provide a range of services such as a 24/7 Breastfeeding Helpline, LiveChat, and a wealth of resources for both parents and healthcare professionals.

ABA has over 30,000 members supported by 120 local peer support groups around Australia. ABA's 700+ volunteer breastfeeding counsellors and educators also run free local support groups, Breastfeeding Education Classes and provide feeding advice at community events across Australia

#### **About LACEVO S70 wearable breast pump:**

- **Hospital-grade suction:** 4 modes, 12 levels of intensity, and up to 290mmHg suction strength.
- **Longer flange tunnel design:** Supporting all nipple types, including elastic tissue, for optimal comfort and milk output.
- **Personal sizing studio:** Includes 5 common flange insert sizes in addition to the standard 24mm flange, plus a mirror and sizing tool.
- **Hands-free and portable:** Fits discreetly into your bra.
- **User-friendly tech:** Log and track output and customise personalised presets with the smart app plus simple on-pump controls.
- **Attention to detail:** Includes a sleek black hard case and strap for easy portability, cleaning brushes, charging cables, dust covers and a waterproof bag.
- **Excellent customer support:** With a comprehensive product manual that's easy to follow and understand, plus access to IBCLC support via the LACEVO team.

– ENDS –

#### **ABA**

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#### **LACEVO**

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