

Case Study #1

Innovative Thinking on Old Problem Leads to Unique Solution

It's ironic that mothers travel with changes of clothes for their infants so that when the babies regurgitate they are changed into fresh garments yet the mothers have no additional clothes. The babies smell sweet and the mothers walk around like two-week-old cheese.

Clearly, mothers whether nursing or bottle feeding their infants, needed protection. Surprisingly, there was no suitable protection available.

After researching different designs, Barbara Hales constructed what has become the "Mommy's Bib". This is a protective item of clothes that is worn over regular clothes which is not only comfortable for the baby to snuggle up to, but is easily washed after feedings, covering Mom's regular clothes from milk stains and odors. Disposable versions were designed as well.

In addition to protection, the Mommy's Bib is constructed with special flaps affording Mom privacy while nursing in public.

The garment was tested with great reception and was awarded a U.S. patent after only an initial application. Mommy's Bib also has a patent in the United Kingdom.

Mothers everywhere have Barbara's ingenuity to thank.

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