



Fertile Mind: Lalito Specially Contoured Pure Cotton Baby Wraps Keep Baby Snug To Sleep Well

All good wraps they are made of a lightweight, pure cotton - but only Lalito Baby Wraps are contoured. Fertile Mind also offers a Change Mat Cover with removable panels.

For Immediate Release

SEAFORTH, Australia/EWORLDWIRE/June 23, 2006 --- Australian owned and designed by two Aussie mums, the Lalito baby wrap really is unlike any other wrap. It has been designed to help make wrapping your baby so much easier. Dads, grandparents and anyone else can use this product in just three simple steps.

This wrap is an innovative and unique design that makes wrapping a baby simple. The special contoured shape takes the guesswork out of wrapping a baby. The process begins with gathered detail on which to place the baby to begin wrapping and then using the shortest side just wrap in the way accustomed. The user will finish with the large side that wraps right around to the back of the baby for a snug fit every time.

Staying wrapped ensures your little one is more likely to have a much better sleep, as it prevents thrashing and allows the baby to remain asleep. The Lalito Baby Wrap has been clinically trialed by midwives and Maternity Hospitals and is endorsed by the Australian College of Midwives. It is made from 100 percent cotton Voile with a satin trim for added comfort and quality. The Lalito Baby Wrap is easy to wash and quick drying.

There is another innovative product from the women at Lalito. The creators have designed a unique change mat cover in response to not only their own needs but those of friends and family. "Everyone we spoke to used either a nappy or a towel to cover their vinyl change mats. These tend to slip or crease so it was with this in mind that we came up with the Lalito Change Mat cover," said Wendy Schreiber, one of the creators.

The cover fits all sizes of change mats by slipping easily over the entire mat. Lalito has added two white towelling squares. These button down to keep them in place and are easily removed for laundering. Use one on the mat and one as a spare. The Lalito Change Mat Cover is made from 100 percent cotton with two white 100 percent cotton towelling squares. The mat is available in four fashion colours, lime, aqua, fuschia and white.

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