



Fall 2013 Press Release

Peek Away® Introduces Its Updated 4-In-1 Essentials Nursing Kit

October 15, 2013 Peek Away® has unveiled its updated 4-In-1 Travel Nursing Kit to retailers at the All Baby & Child (ABC) Expo in Las Vegas, Nevada. Our fresh new fabric look with continued comfort and durability is the product consumers are excited to find at the ABC Expo. This modern ingenious design is what makes our product unique and desirable.

Peek Away® provides comfort in nursing and ease for traveling. The pillow's dimensions of 5 ½ x 14 ½" with a firm foam support helps the baby rest in a comfortable position when nursing. The matching nursing cover, included in the kit, has its own stationary strap and the handbag has a removable strap that can be used to wrap around mom's waist to keep the pillow in place when she's nursing. The nursing cover has a large soft velvet-like inside pocket that can double its use as a burp cloth. When in travel mode, the pillow's strap can be used to carry the pillow like a handbag, which has two small pockets on the inside for storing keys, a cell phone and other small necessities.

The pillow conveniently transforms into a durable diaper change pad with a built-in wipe case, and storage compartment included. The diaper change pad is thick and is made of a commercial grade water barrier canvas. The back side is made of neoprene. The change pad's dimensions are 27"x14 ½." This removable wipe case located inside the pad is easy to take out for refilling with wipes or when washing the pillow.

Peek Away® is a proud member of the Juvenile Products Manufacturers Association (JPMA) and is committed to ensuring our products go beyond the standard requirements as stated in our manufacturer's legal Product Safety Pledge.

Come check out the release of Peek Away® 4-In-1 Essentials Nursing Kit new fabric design as well as the top selling other three beautiful fabrics to choose from. Come by the South Hall, Level 2 Booth #148 to get a hands-on demonstration of how this product works.

A "MUST HAVE" for nursing moms' on-the-go!

PEEK AWAY

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