



About the Product

Peek Away® 4-In-1 Essentials Nursing Kit is an innovative product unlike anything on the market. The nursing kit is carried in disguise as a stylish handbag. In this handbag includes a nursing pillow that transforms into a diaper changing pad with a built-in wipe case and comes with a matching nursing cover. Each feature of this product has been carefully designed to be as convenient and multi-functional as possible.

The nursing pillow has a removable strap and inner pockets for storing keys, a cell phone and other small necessities that's easy to reach when carried as a handbag. When using the pillow for nursing, its 5 ½" in height and firmness provides just the right amount of support for baby's head and body to ensure comfort. The detachable strap can go around the mother's waist to hold the pillow in place when nursing.

To transform the pillow into diaper changing pad, the pillow easily unfolds on the inside. The diaper pad is made from a commercial canvas material and has a durable built-in wipe case which can be removed for refilling wipes. There's an additional built-in storage compartment in the diaper pad for baby's extra clothes, diapers, nursing cover, etc.

The nursing cover has its own unique design. It is oval in shape to provide mom with the extra privacy she needs. It has a large inside pocket made from felt-like material to double in use as a burp cloth, plus a viewing window at the top, so mom can maintain eye contact with her baby during nursing and ensure a good latch.

The Peek Away 4-In-1 Essentials is an amazing product. It is the perfect size for travelling with room for storage and comfort. This truly is a one of a kind product that's great for on-the-go or for home use. Keep your eye out for Peek Away®, the number one traveling nursing pillow!

History

Peek Away® was developed by Glen & Natalie Sanders in 2008, after the birth of their second son. Affected by the economic downturn, they were in the process of moving and found themselves traveling a lot. Nursing came easy, but packing a car and shuttling baby's needs from place to place became very difficult. A pillow small enough to stow in the car, take into restaurants, on airplanes and into families homes was definitely needed along with added features to simplify packing. Filling a need was how Peek Away was born!

Through the work of Glen and Natalie, this nursing kit was carefully designed to give just enough added support when nursing as well as added features to for all basic essentials. It soon became an all-in-one product. Anything to eliminate or diminish the need for lugging a heavy diaper bag!

In the summer of 2010, Glen and Natalie received a utility patent and unveiled the Peek Away Nursing Pillow Kit in their local area, Monterey Bay, California. The response was over whelming. In the fall of 2010, they participated in the All Baby & Child Show and made the Top 50 Products of the Year hosted by Juvenile Products Manufacturers Association. Summer of 2011, *Creative Magazine* awarded Peek Away® with their Top Choice Award. In September 2011, they received the Seal of Approval from Parents Tested Parent Approved.

Glen and Natalie are proud to receive national recognition for a product that promotes breast feeding and helps active moms continue to nurse. Natalie, a pediatric occupational therapist says, "Too often moms don't feel comfortable nursing outside their homes. They have trouble finding a comfortable place and getting themselves in a good position to nurse, especially new moms and will give up on nursing too soon." She and Glen are very passionate that the Peek Away 4-In-1 Essentials provides comfort with nursing and upholds the strongest guidelines regarding safety.

Peek Away® is an invaluable item offering moms a nurturing start for meeting their child's nutritional needs and the ability to bond with their child. Peek Away® is committed to producing a safe, fashionable product made with love from people who care about children, life, and family!

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