

Fairhaven Health Acquires the BellyRest® Pregnancy Pillow, Expands Pregnancy Support Product Line

Fairhaven Health recently added the BellyRest Pregnancy Pillow to its pregnancy support product line. This small, adjustable maternity pillow helps ensure moms-to-be get a comfortable night's sleep, and has been referred to as a "lifesaver" by pregnant women across the world.

Bellingham, Washington ([PRWEB](#)) November 19, 2013 -- [Fairhaven Health](#) recently acquired the [BellyRest Pregnancy Pillow](#), the company's newest addition to its pregnancy support product line. The BellyRest Pregnancy Pillow consists of two small pillows that cradle the hips to support a pregnant woman's belly and lower back. The small, adjustable maternity pillow helps moms-to-be get a comfortable night's sleep throughout their entire pregnancy. BellyRest inventor Kerri Smith devised the first pillow prototype near the end of her pregnancy, and immediately noticed results.

"When I finally made my first pillow prototype near the end of my pregnancy, I slept better immediately," Smith said. "I recognized how much better I felt, and how much nicer I was to my husband... I want other moms to experience better sleep."

During the development of the BellyRest, fourteen different prototypes were tested on nine different pregnant women. The result: a pregnancy pillow that has been referred to as a "lifesaver" by pregnant women across the world.

While the BellyRest was initially well-received, making the product available for wide-scale distribution provided another challenge for the mompreneur inventor. Fourteen states require special tags be attached to the pillows, each with a fee that was beyond Smith's financial resources. She responded by making a funny yet [informative video](#) of her plight, which quickly went viral and helped provide the necessary funds to get the product launched. Once the product could be widely distributed, the positive feedback came pouring in.

"As a nurse midwife who takes care of dozens of pregnant women each week, I can say that this pillow makes complete sense physiologically and practically and should be a required gift for all expecting women," Julie wrote in an Amazon.com review. "The vast majority of round ligament pain arises when the uterus dangles in a torqued or unsupported position e.g. sidelying when it doesn't reach the support of the bed. After about 16 to 18 weeks, sidelying is pretty much the only option a pregnant woman is left with. By using a wedge under the growing uterus at night, the mother can avoid the overwhelming majority of round ligament pain during the day."

The pillow top, the part of the pillow in contact with the body, is made of satin so pregnant women can glide comfortably over it while tossing and turning. The underside of the pillow is made of cotton to help it stay in place on the bed. Unlike other pregnancy pillows that take up the whole bed, each pillow of the BellyRest is 8.5 x 12 inches, and the width expands to support pregnant women throughout the course of pregnancy. In addition to being convenient and portable, the BellyRest is roughly half the cost of other pregnancy pillows.

"We loved the design of the BellyRest, and were impressed with consumer feedback on the product," said Fairhaven Health Owner Kelly Andrews. "Throw in Kerri's intriguing story of how she brought it to market, and we knew we wanted to be involved with the promotion of the BellyRest. We look forward to broadening



the exposure of such an innovative and helpful product.”

About Fairhaven Health

Fairhaven Health manufactures a line of natural, doctor-designed products to promote fertility, pregnancy, and nursing health. They provide ovulation prediction tools, natural fertility supplements, [prenatal vitamins](#), and breastfeeding support products, all of which are manufactured in U.S. GMP-certified and FDA regulated facilities.



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