

Fairhaven Health Partners with Breastfeeding App latchME to bring New Mothers Comprehensive Breastfeeding Support at the Touch of a Button

Free, easy-to-use, mother-approved app

([PRWEB](#)) February 25, 2015 -- Breastfeeding is an amazing, bond-building time for mother and baby, but establishing a breastfeeding routine can be challenging when support and information is scarce. More than half of breastfeeding mothers stop sooner than intended because they lack support. That's why Fairhaven Health, a leading innovator in fertility, pregnancy, and nursing health products, is expanding their support of breastfeeding women through a partnership with latchME, the world's most comprehensive, credible breastfeeding support app.

latchME is a free, easy-to-use, mother-approved app that not only provides breastfeeding tips and techniques, but also offers an evidence-based, safe and supportive community of resources. It connects mothers to breastfeeding experts, peer groups, milk banks, stores, maps of breastfeeding-friendly spots and so much more. Since its launch in the first quarter of 2014, latchME has been downloaded more than 60,000 times, and has thousands of active users at any given moment. latchME also has an educational Facebook community for mothers.

Often known as "Yelp for breastfeeding", latchME was developed by a diverse team of experts in breastfeeding support, representing pediatrics, lactation consultation, registered dietetics, registered nursing, occupational therapy, and speech language pathology. The latchME team is genuinely dedicated to making the transition into motherhood much easier through interactive breastfeeding help and credible information. All this makes latchME a natural fit for a partnership with Fairhaven Health.

For more than a decade, Fairhaven Health and its own team of health experts have been developing products to help moms ensure breastfeeding success. With exciting nursing products like Milkies Milk Saver and Milkies Freeze, they are paving the way for more convenient breastfeeding solutions that fit into the everyday lives of busy women. An award-winning product, the Milk Saver collects leaking breast milk during nursing, ensuring not a drop of "liquid gold" gets wasted. What's the best way to store that milk? In the freezer, of course, where the Freeze helps moms organize their milk, hassle-free. A "first in, first out" breast milk storage system, the Freeze is simple to use and eliminates worries about which milk should be used first.

latchME's founder, Dr. Jonathan Goldfinger, has this to say about the Milk Saver and Freeze: "At latchME, we know both as professionals and parents just how hard mothers work to give their babies breast milk. Every drop counts. So we love the Milkies Milk Saver and Freeze. Not only can mothers collect life-giving breast milk that would otherwise go to waste on their clothing, but they can now store it in a convenient, safe holder. Who wouldn't love two products designed to save moms' breastmilk for their little ones?"

But how best to get the word out to moms about these amazing products and services? Both Fairhaven Health and latchME understand that in this fast-paced, mobile society, breastfeeding support needs to be accessible to moms wherever they happen to be. Both companies are committed to expert lactation support, informative content, and safe product recommendations in the places moms are sure to see them—the latchME app, website blogs and Facebook. With this partnership, Fairhaven Health and latchME are uniquely positioned to help nursing moms around the world find the support and products they need to continue breastfeeding as long as mom and baby desire.



“latchME is proud to partner with Fairhaven Health. Like latchME, Fairhaven understands and truly cares about the emotional and physical health of growing families,” says Goldfinger. “Both companies connect women with quality resources and products to help them reach their breastfeeding goals, and both support the World Health Organization’s efforts to protect women from aggressive infant formula marketing (outlined in the International Code of Marketing of Breast Milk Substitutes). Working together allows us to literally put breastfeeding support on the map for millions of families who desperately need it.”

For more information, visit www.fairhavenhealth.com, www.latchMD.com or contact [jeanette\(at\)chicblvd\(dot\)com](mailto:jeanette(at)chicblvd(dot)com).

To download the app, visit <http://www.latchMD.com/latchMEapp.html>.



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