



## SlingEZee® Brand Recreated For Fashion Conscious Comfort Seekers!

Just in Time for Summer, the SlingEZee Brand Releases New, Stylish Slings Comfortable for Both Parent and Child

Los Angeles, CA - May, 2008 - Does anyone really still believe that there is no beauty without pain? In regards to baby carriers and slings, though there are plenty of cute and stylish versions available in the current market, unfortunately there are few that actually combine comfort *and* style. Now, thanks to the new and improved SlingEZee® brand baby slings, struggling parents with aching shoulders and stiff necks can be introduced to the glamour and glory of a proud mother or father wearing their child in a sling - a **comfortable** sling, that is also colorful and stylistically pleasing to the eye!



### The SlingEZee, Rebranded



SlingEZee, the innovative and functional baby sling popular with active parents for over 20 years, has been recreated in the hands of its new owners Mark and Rebecca Miller. Since their acquisition of the brand in January 2007, SlingEZee is now more chic and functional than ever before! There are many types of slings available today, but the SlingEZee brand is one of the first to actually accommodate to the comfort needs of both baby and parent! Finally parents can have the best of both worlds - style and a comfortable, easy way to be close to their child!

The Miller's began their relationship with the SlingEZee brand as avid advocates of the sling and proponents to the benefits of wearing one's baby. Mark and Rebecca began selling the sling from the back of their car, as everyone who saw them wearing the SlingEZee wanted one! After seeing how popular the sling was, they then began selling them from their online website, [www.NurturedFamily.com](http://www.NurturedFamily.com). The bond that was formed between the

Miller's and the SlingEZee brand became so solid that when the original owner decided to leave the company, she asked Mark and Rebecca to take over and sold the brand to them. From that moment in 2007 on, the Miller's have recreated a popular line that seemed a bit stuck in time, into a more current and up-to-date line of slings that is cooperative with all sizes and ways to wear a child!

## Padding and Sizing - The Essentials to a Comfortable Sling!

Not only are SlingEZees made in many different colors and prints, but they are also padded as to aid in the comfort of wearing a baby sling. Wearing an unpadded sling can become uncomfortable and painful for both the parent and baby, and SlingEZee has always taken this into account. With SlingEZee slings, the red lines seen on a baby's skin after a while of being in a sling are gone, along with the parent's shoulder aches! Though padding does add comfort, it can also add bulk, so the new line has a shrunken shoulder pad, decreasing bulk but not taking away from comfort. The shoulder padding also allows for the sling to stay spread across the back and not bunch-up, which can cause unnecessary discomfort. Now, the baby's weight is distributed equally and remains this way during any sort of daily task. The rail padding that goes around the baby's legs and head is a little lighter but softer than before, so that the baby stays comfortable and an unused sling easily fits in to a diaper bag! Most importantly, the padding has been repositioned so that now the sling can be tightened more, keeping baby snug against their parent's chest, making it easier to wear a baby for a longer period of time, comfortably and hands-free!



Most sling brands claim that "one size fits all", but most people know that this statement, despite what item it is referring to, is hardly ever true. Especially when it comes to padded slings! The great thing about the new SlingEZee sling is that it comes in five different sizes. When a sling is the proper size, a baby can be worn snug so the parent can be hands-free and comfortable. When a sling is too big the baby tends to hang too low or away from the adult, causing back pain and other uncomfortable and unsafe issues. As everyone knows, safety is a huge concern shared by all parents, but thanks to SlingEZee, all parents who wear this revamped sling brand can rest assured that their child is safe and comfortable in a SlingEZee sling worn properly!

SlingEZee slings are available online at [www.SlingEZee.com](http://www.SlingEZee.com) and retail at around \$55.00 for their vibrant solid colors, and \$59.00 for their beautiful printed slings. All purchased slings come with an instructional DVD that explains how to correctly wear a SlingEZee sling and demonstrates the many different ways to wear a baby. Sizes range from X-Petite to X-Long. For more information, details and press inquiries about the SlingEZee brand, please visit their website or contact Lauren at Clover PR ([Lauren@CloverPR.com](mailto:Lauren@CloverPR.com)).