



## Mum's the word

PUBLICLY breastfeeding a baby is still considered a social faux pas by some, and can often make the process uncomfortable for new mothers.

For Gold Coast mum Jo Burns, a train ride trying to breastfeed her baby son got her thinking: breastfeeding in public shouldn't be so uncomfortable.

"Mums shouldn't have to feel like a social outcast when they're simply trying to be a mother," says Mrs Burns.

"I felt awkward with people staring at my child and I," she says.

After months of research and design, Mrs Burns created the Braap!! breastfeeding wrap so she could comfortably breastfeed in public, and remain fashionable at the same time.

"By combining all the necessary items for a nursing mum, the Braap!! was designed with convenience, security and multi purpose uses in mind," says Mrs Burns.

The Braap!! not only acts as a breastfeeding wrap, it also has many other practical applications, from acting as a protective cover for supermarket baby capsules, or using the detachable towels for burping, cleanup and changing nappies.



**BRAAP!! ... discreet for mum and baby.**

Mrs Burns says her idea became a reality after help from Brisbane based Triton Foundation, a not-for-profit organisation that helps people commercialise new products.

"It was as easy as submitting my idea to the foundation and meetings were set up with professionals that gave me advice and helped me on my way."

The Braap!! is available online for \$59.95.

For information about the foundation contact [info@triton-foundation.org.au](mailto:info@triton-foundation.org.au), or Becci Watson, General Manager, 07 3853 5224 or [becci@tritonfoundation.org.au](mailto:becci@tritonfoundation.org.au).

For more information about Jo Burns' Braap!! contact Jo on 0422 293 322 or visit the website [www.thebraap.com.au](http://www.thebraap.com.au).