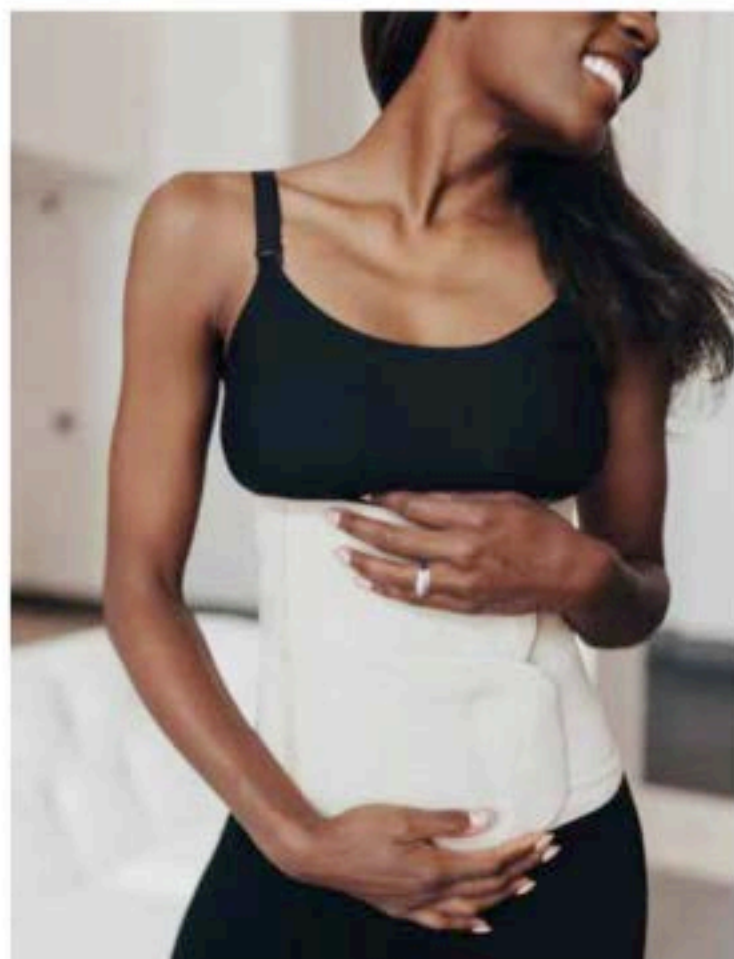


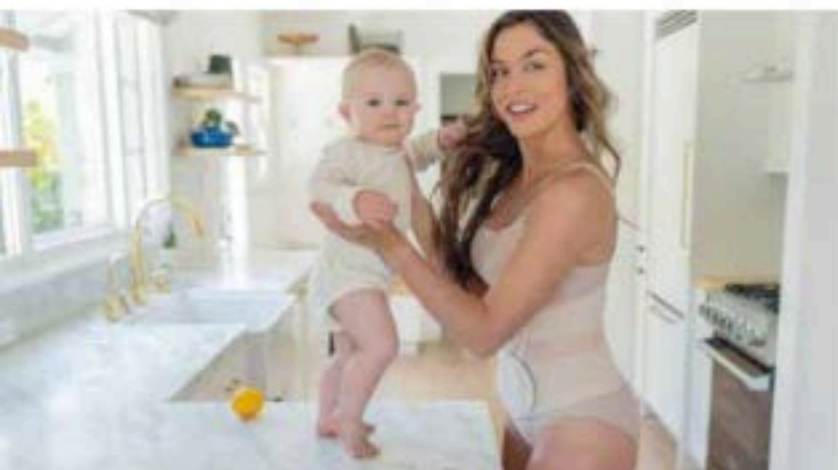
Interview

Belly Bandit

The Brand that Wraps in Support of Happy Motherhood

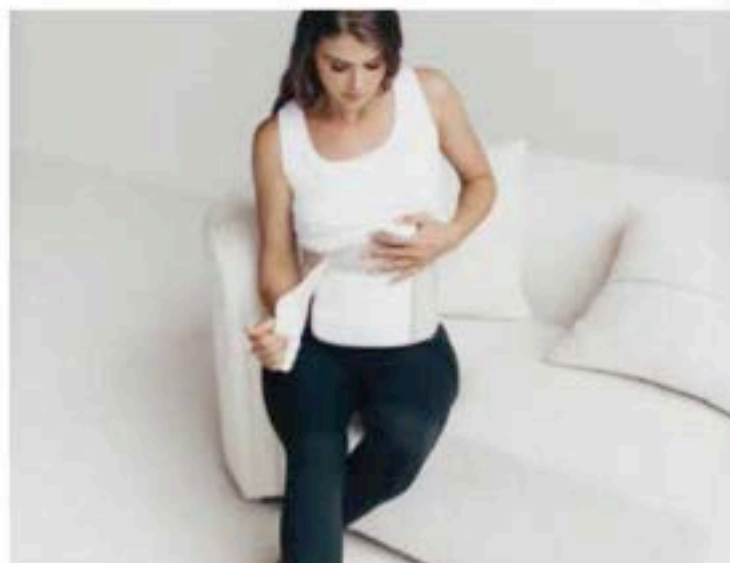


Belly Bandit, a brand specialising in solution-based and postpartum support products for women, was founded in 2008 by three sisters, Lori, Jodi, and Kari Caden, and was dedicated to the happy motherhood of all "sisters" worldwide.



"I think there's always a mix of magic that happens when you have entrepreneurs that all have different character traits. You need a balance of personalities and strengths. Within the company Jodi oversees the business, development, and production sides; Lori has always excelled in brand collaborations, marketing, and PR; and Kari runs the creative department and e-commerce," shared Lori during our interview.

As the tale has it, the idea for their first and most popular product, Belly Wrap, stemmed from Lori's infamous grocery store shopping experience. To be even more precise these words were the actual impetus of the brand: "Here, let me get that for you," said the worker as Lori was reaching for the cat litter on the top shelf. "After all—you're pregnant." Only—she wasn't. With those words and some tears, Belly Bandit was born.



The brand has been set on a path of researching and developing products that comfort women during and immediately after pregnancy ever since. Their Belly Wraps, which modernised the ancient practice of belly wrapping, quickly became their star items and what the brand has been known for from the get-go.



A patented and ten-years-in-the-making postpartum Luxe Belly Bandit® Belly Wrap is the pinnacle of the collection. It's designed using SecureStretch™ fabric, features five levels of targeted compression for the perfect cinch, and a Stayput™ Technology which secures the wrap in place. Available sizes range from XS to XL, with size extenders offered and sold separately, while two different heights ensure that it fits both tall and long-waisted frames and is suited for petite and short-waisted silhouettes.



According to the International Journal of Gynecology & Obstetrics, abdominal binders can be an effective, simple, non-pharmacological option for relieving pain and distress after Cesarean delivery. Having said that, the synopsis of this miracle garment wouldn't be complete without a heartfelt note from a new mom who experienced the Luxe Belly Wrap in action.

"I just had two babies 15 months apart and am so thankful for this band. I brought it to the hospital both times and started wearing it immediately. I truly believed it helped 'put everything back in its place', but most importantly, it made me feel so much stronger and more supported as I recovered postpartum," wrote Christina C.M. in February of 2023.

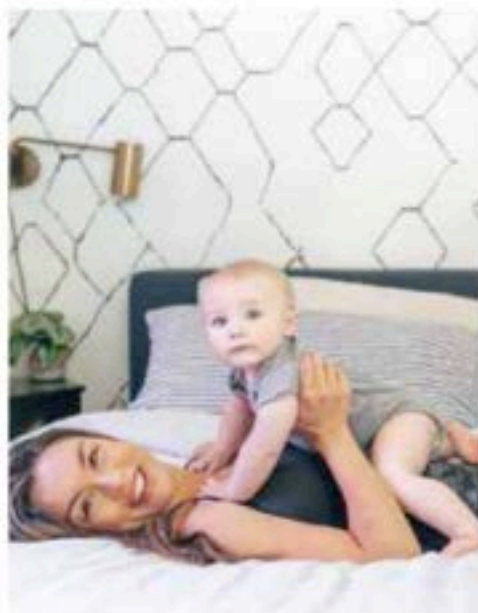


Another group of Belly Bandit's star postpartum products, which new moms have been raving about, are compression leggings and biker shorts from the body-chiseling Mother Tucker® Collection. Both styles provide an ultra-high waist for complete coverage and oh-so-needed post-partum core support. Outfitted with the Muffinology® Technology, Mother Tucker® leggings and shorts "cinch without a pinch", while gently smoothing the body from the waist down. These are perfect hospital pack-bag must-haves as well as wear-happily-ever-after essentials for all moms.

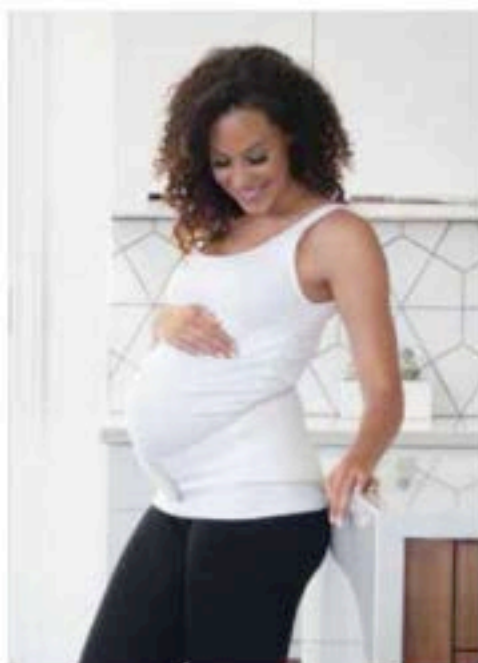
"I love these leggings! They allowed me to get back into the world three weeks post-C-section. I also have worn them to walk on the treadmill to slowly ease back into working out and had no abdominal pain afterwards," wrote Amy B. in March of 2023.

Mother Tucker® leggings and shorts come in wickedly stylish shades of black, steel, navy, and olive as well as the black camo print, and in sizes ranging from XS to XL.

"I own numerous pairs of belly Bandit Mother Tucker® Leggings and they are my absolute FAVOURITE leggings, hands down, for postpartum sup-port! This olive colour is gorgeous and I'm so glad new colours seem to be a priority for Belly Bandit!" wrote Amber P. in March of 2023.

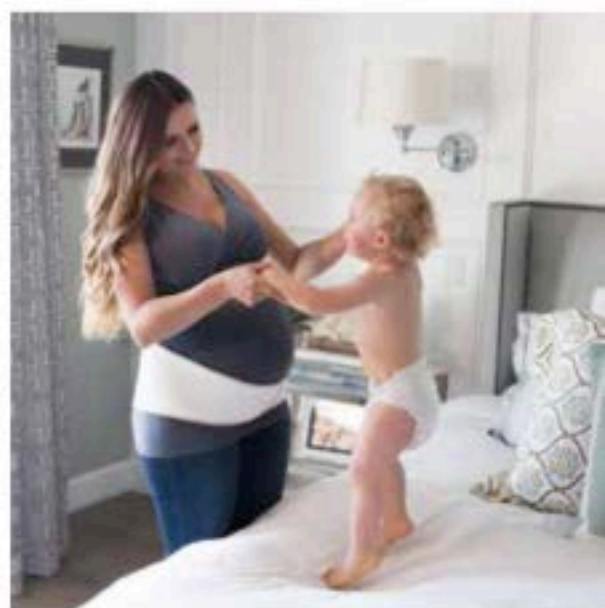


To make the journey to motherhood more exciting for the mums-to-be, Belly Bandit created an Upsie Belly® Support Band. This garment provides steady relief for the belly and the back during pregnancy by combining the ultra-soft viscose from bamboo and SecureStretch® fabrics that mould to the body, and 12" of adjustability with the clever anti-dig closure.



In addition to creating state-of-the-art compression garments that utilise multiple patented technologies and textiles, Belly Bandit cares about the entire lifecycle of their garments by carefully attending to their post-consumer stage.

"We wanted to be part of a global solution to help mother nature in any way we could. Our Mom has always been a teacher and when we were able to marry the two worlds we did! It was simple once we found our partner," explained Lori Caden.



Belly Bandit donates used products to Trash 4 Teaching, a division of Two Bit Circus Foundation, which rescues clean, safe, and inspiring items, that local businesses discard in abundance, and makes them available to teachers, after-school providers, non-profits, and individuals. These efforts support hands-on learning through STEAM (Science, Technology, Engineering, Arts, and Math) with professional development workshops, material resource carts, and class-room collaborations, which offer a variety of hands-on creativity for all ages.

As the cycle of life continues, the 15-year-long narrative of the three sisters unfolds. From mothers to daughters, who in turn become mothers themselves, Belly Bandit carries the torch of sororal support, unwavering tenacity, and comforting creativity into the future.



"Nurturing children is a precious calling and we believe nurturing mothers is too. We are constantly developing innovative, solution-based products to help women look & feel their absolute best — before, during & after pregnancy. We always have our eyes and ears open to innovate for what is missing in the marketplace! We have some exciting things on the horizon," concluded Lori.

To learn more about the brand's philosophy and its upcycling initiative, as well as to discover best-selling collections of body-hugging attire by Belly Bandit, visit www.bellybandit.com

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