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LANSINOH® SMARTPUMP™ DOUBLE ELECTRIC BREAST PUMP NAMED WINNER OF THE BUMP BEST OF BABY AWARDS

Fifth Annual Best of Baby Awards Honor the Top Fertility, Pregnancy and Parenting Products

ALEXANDRIA, VA (January 17, 2017): Lansinoh is pleased to announce that the Smartpump™ has been selected as a 2017 winner of [The Bump Best of Baby Awards](#). [The Bump](#), the definitive voice for millennial parents, honors excellent achievement in fertility, pregnancy, and parenting products and has quickly become the go-to list that expectant and new parents consult when registering for baby products.

The Lansinoh® Smartpump™ was the first breast pump on the market to incorporate Bluetooth® technology that enables seamless pairing between the pump and the Lansinoh Baby™ app.

The Smartpump syncs to the Lansinoh Baby™ App, and records the date, time, and duration of each pumping session. Using the app, moms also can record the amount of breastmilk pumped per session to make tracking and record keeping much simpler and more convenient.

Intuitively designed and easy to use, the app also can track breastfeeding and bottle-feeding sessions, diaper changes, and the baby's growth; making it a one-stop resource for families. App users can easily view their baby's feeding history and other trends on charts. The user's activity logs can be downloaded and shared with healthcare providers as well. To aid moms in their breastfeeding experience, the app contains numerous tips and links to resources so moms have information, advice, encouragement and more at their fingertips.

"Breastfeeding is a wonderful way for mom and baby to bond," said Lansinoh's Vice President of Americas Healthcare Marketing and Senior Certified Lactation Counselor (CLC), Gina Ciatelli Ciagne, "But breast pumping is truly a labor of love that is often a necessity when they are apart so mom can maintain her supply and provide expressed breastmilk for her baby's caregiver. We've designed the Smartpump and app to help simplify the pumping experience in a convenient, comfortable, efficient, and effective all-in-one package."

The editors of The Bump tested hundreds of products to identify the top 60+ award winners across nine categories: Baby Tech, Baby Eats, Diapering, Healthy Baby, Baby Safety, Baby-on-the-Go, Maternity Basics, Nursery and Baby Learn & Play. This year's winners feature perennial favorites, plus cutting-edge tech-enabled gear. The complete list of winners for The Bump Best of Baby awards 2017 can be viewed [here](#).

For more information on the Smartpump and the Lansinoh Baby™ App go to www.lansinoh.com/smartpump and www.lansinoh.com/en/app.



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About Lansinoh Laboratories

Founded by a breastfeeding mom, Lansinoh has been committed to helping moms succeed in breastfeeding for over 30 years. Famous for its award-winning cornerstone product, HPA® Lanolin, Lansinoh® is now a leader in breastfeeding accessories, which are available in nearly 60 countries. For more information, please visit Lansinoh.com, or connect with LansinohUSA on Facebook, Twitter, Instagram, Pinterest and YouTube.