

# Pregnant tummy is oh-so-sensitive



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Industry: [Apparel & Fashion](#)

## Press Release Summary: Many women find pregnancy is full of niggling complications.

Press Release Body: One problem cited by many pregnant women is a sensitive or itchy tummy. Some are so sensitive they hate anything touching their bump and thick waistbands on or under the belly feel annoying.

**Fertile Mind** realised maternity underpants with lace or tight and/or thick elastic waistbands were distressing some women. So they have launched maternity underpants for sensitive tummies – Perfect Fit maternity undies.

The **Perfect Fit undies** have many hidden features that allow them to sit comfortably under the bump, while not pushing or pressing on the skin. For example, the fabric is a soft cotton and the shape is cleverly contoured to sit flat on the belly. Sides of the maternity underpants are a little wider than usual, and the crutch is also wider. There is good



bottom room too, which feels very comfortable. Finally, you won't find a label in the undies, another thing that can cause irritation. Instead a rubberised image of Fertile Mind's web address [www.fertilemind.com.au](http://www.fertilemind.com.au) is stamped inside the pants. All in all, the Perfect Fit maternity undies make all other maternity undies seem a little.....irritating.

The **Perfect Fit** maternity undies come in a two pack and RRP is \$25.

**Web Site:** <http://www.fertilemind.com.au/maternity-wear>

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