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**iParenting Names Lansinoh Diaper Rash Ointment And LatchAssist
Outstanding Products of 2009**

*Disney's iParenting Media Awards recognize products that provide the highest quality
and best value for families*

ALEXANDRIA, Va.—August 25, 2009—[iParenting Media](#) announced [Lansinoh®](#)
[Diaper Rash Ointment](#) and [Lansinoh LatchAssist™](#) have won its prestigious [Outstanding
Products of 2009 awards](#). Diaper Rash Ointment was named as an outstanding product in
the [Baby Care Category](#) and LatchAssist was recognized in the [Feeding Category](#). The
iParenting Media Awards is a Disney Interactive Media Group Property and the No. 1
family products evaluation program. Packages of Lansinoh Diaper Rash Ointment and
LatchAssist can now feature the iParenting Media Awards Seal. To read iParenting's
reviewer feedback, visit [ByMomsForMoms.net](#), Lansinoh's sponsored blog.

Lansinoh Diaper Rash Ointment is the no-mess, no-fuss way to treat diaper rash.
It contains a unique, triple protection formula that soothes baby's bottom and helps
prevent irritation. It goes on white and rubs in clear, which doesn't leave a mess or
damage clothing. The formula includes Lansinoh's world-renowned HPA® Lanolin, an
ultra pure, medical-grade ointment that forms a protective barrier to help seal out
irritating wetness and promote natural healing on baby's bottom. Lansinoh Diaper Rash
Ointment is fragrance-free and hypoallergenic.

This is what one iParenting Media Awards' Reviewer said about Lansinoh Diaper Rash Ointment: "I like the trusted brand name of the Lansinoh Diaper Rash Ointment. It is something that I might choose if I was shopping without a recommendation from a physician. It is comforting to know that their other products are tried and true from this company. This product was no different—it did not cause any trouble for the children and worked well to alleviate the diaper rash. It also seemed to be good at preventing diaper rash."

Lansinoh LatchAssist is a simple tool that uses gentle, self-controlled suction to gently evert temporarily flattened nipples so that it is easier for baby to establish a good latch—the first step to a successful breastfeeding experience. LatchAssist saves moms from having to use a breast pump to draw out their nipples, creating a more mom-friendly experience. LatchAssist can be used with one hand while baby is in position to breastfeed. It's easily portable thanks to its small size and protective case.

Here's what one iParenting Media Awards' Reviewer had to say about LatchAssist: "This is a great product! I have always had the problem with flat nipples and this was a super quick and easy way to make it easier for the baby to latch on. It is small and can be carried around or put in the diaper bag and it is so quick that it is easy to be discreet when using."

The iParenting Awards team is committed to helping parents make informed decisions when they choose products for their family. To test and evaluate products, industry-leading experts, parents, and licensed childcare providers/schools review and evaluate products based on a comprehensive set of judging criteria. These include attributes such as quality, durability, age-appropriateness, play value, and more.

Lansinoh Diaper Rash Ointment and LatchAssist are available at many fine retailers. To find a retailer in your area visit the [Where to Buy](#) section on Lansinoh.com. For more information about Lansinoh and its product line, visit www.Lansinoh.com, ByMomsForMoms.net, or call 1-800-292-4794.

ABOUT LANSINOH LABORATORIES, INC.

Founded in 1984 by a breastfeeding mother, [Lansinoh Laboratories, Inc.](#), Alexandria, Va., is a global leader of premium products by and for breastfeeding mothers. The company's expanding product line is available in over 25,000 retail stores nationwide. The company is committed to developing new products that support mothers, babies, and personal health through internal product development and selective acquisitions.

ABOUT IPARENTING AWARDS

iParenting Awards is part of the Disney Online Mom and Family Portfolio, a leading group of sites that provide inspiration and ideas for parents on a variety of topics important to today's families. Sites include Disney Family.com, Kaboose.com, FamilyFun.com, BabyZone.com, ParentZone.com, AmazingMoms.com and iParenting.com.

iParenting Awards is the leading family products evaluation program that is committed to helping parents make informed decisions as they choose products for their family. The iParenting Awards' method for testing and evaluating products requires review by leading experts, parents and childcare providers, and each product is evaluated on numerous attributes such as quality, durability, age-appropriateness and play value, among many others. The iParenting Awards product testing and evaluation practices ensure that the

highest quality products offering the best value for families are recognized in the marketplace.

PRESS RESOURCES

Press contact: Robyn@GregoryFCA.com

RSS feed: <http://feeds2.feedburner.com/Lansinoh>

Web site: <http://www.lansinoh.com>

Blog: <http://bymomsformoms.net>

Complete Product Reviews: <http://bymomsformoms.blogspot.com/2009/01/iparenting-media-awards-reviewers-speak.html>

By Moms For Moms Flickr page: <http://www.flickr.com/photos/lansinoh/>

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