

FOR IMMEDIATE RELEASE



## News

### Abbott's Similac<sup>®</sup> Organic Brand Releases New Mom and Baby Yoga DVD

*Infant formula maker partners with Itsy Bitsy Yoga<sup>®</sup> founder Helen Garabedian*

COLUMBUS, Ohio, August 30, 2007 — Moms today know the importance of a healthy diet and exercise for their families. And increasingly, research has shown, they are looking for new ways to introduce healthy habits to their babies right from the start. That's why Abbott, the maker of Similac<sup>®</sup> Organic infant formula, has teamed up with Itsy Bitsy Yoga<sup>®</sup> founder Helen Garabedian to release a new mom-and-baby yoga DVD.

Entitled "Play n' Flourish," the DVD introduces babies to yoga routines that can help them learn to stretch, roll and crawl, while helping moms better understand their babies' physical development and abilities. A recent survey of fitness providers found a 40 percent increase in demand for parent-baby fitness classes<sup>1</sup>. Additionally, research shows that having a baby triggers greater attention to health and nutrition issues<sup>2</sup>.

"New moms really want to share a healthy lifestyle with their babies," says Garabedian, a member of the Similac<sup>®</sup> Moms Alliance<sup>™</sup> community network. "A healthy diet, combined with physical activity, is important for both mom and baby to grow strong. Now, moms everywhere can learn Itsy Bitsy Yoga in the convenience of their own homes."

"Play n' Flourish" offers fun ways for moms to help calm, bond and play with their babies. The DVD, sponsored by Abbott's Similac Organic brand, covers Itsy Bitsy Yoga's most popular poses, is the latest product in Garabedian's line, which also includes books and baby-yoga attire. Moms can purchase Itsy Bitsy Yoga "Play n' Flourish" for \$19.99 by visiting the Itsy Bitsy Yoga Web site at [www.itsybitsyyoga.com](http://www.itsybitsyyoga.com).

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<sup>1</sup> Conducted by the IDEA Health & Fitness Association, Spring 2007.

<sup>2</sup> Conducted by the Hartman Group, the leading expert organic consulting agency, Summer 2004.

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Moms can be a part of the Similac Moms Alliance community network, which offers mental, physical and emotional guidance to help build both moms' and babies' strength, by visiting [www.similacmomsalliance.com](http://www.similacmomsalliance.com).

### **About Helen Garabedian**

Helen Garabedian is the founder of Itsy Bitsy Yoga, a member of the Similac Moms Alliance and the mother of a toddler. She is a certified Hatha Yoga teacher, a certified infant massage instructor, and one of the first professionals to be certified as an infant developmental movement educator.

### **About Similac Organic**

Similac Organic is the first organic infant formula from a major brand that moms trust to give their baby a strong start in life. Similac Organic is certified USDA organic and is made with wholesome organic milk. In addition, it has the trusted nutritional benefits of Similac<sup>®</sup> Advance<sup>®</sup>, including DHA and ARA, nutrients found in breast milk for brain and eye development.

Similac Organic is available at food, drug and discount stores nationwide, with a suggested retail price of \$15.79 for the 12.9-oz Powder and \$29.49 for the 25.7-oz Powder. Similac Organic is now also offered in convenient 32-fl-oz Ready To Feed bottles, with a suggested retail price of \$6.49.

The latest information about Similac, including high-resolution images, is available for news media professionals at [www.e-MediaRoom.com/similac](http://www.e-MediaRoom.com/similac).

### **About Abbott Nutrition**

Abbott Nutrition develops and markets a wide range of science-based infant formulas, medical nutritionals, nutrition and energy bars, and related products to support the growth, health and wellness of people of all ages. Abbott Nutrition's internationally recognized brands include the Similac<sup>®</sup> brand of infant formulas; the Gain<sup>®</sup> brand of growing-up milks for older babies and toddlers; the PediaSure<sup>®</sup> brand of nutritionals and snacks for children; and the Ensure<sup>®</sup> brand of adult nutritionals.

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Additionally, Abbott Nutrition is a leader in medical foods clinically shown to address the distinct dietary needs of people with serious health conditions or special nutrient requirements, such as the Glucerna® brand of nutrition shakes and bars for people with diabetes. Abbott Nutrition also offers specialized nutrition products to meet the unique needs of competitive athletes.

**About Abbott**

Abbott is a global, broad-based health care company devoted to the discovery, development, manufacture and marketing of pharmaceuticals and medical products, including nutritionals, devices and diagnostics. The company employs 65,000 people and markets its products in more than 130 countries.

Abbott's news releases and other information are available on the company's Web site at [www.abbott.com](http://www.abbott.com).

