

Due Maternity Features Nutrition for Gestational Health



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Savvy moms-to-be nourish their bodies as well as their fashion sense

SAN FRANCISCO, May 15, 2009 — Due Maternity, specializing in designer maternity clothing and accessories, takes a holistic approach to gestation that incorporates nutrition as an integral part of a healthy pregnancy for both mother and baby. Due Maternity stores, both online and offline, offer a variety of vitamins, over the counter supplements, energy drinks and bars and testing products to keep women at their best for 40 weeks.

"Today, women know so much more about the effects of good nutrition during pregnancy and we are blessed to have the benefits of this knowledge and the latest advances on our side," said Shannon DiPadova, co-founder, Due Maternity. "Due has become a trusted resource for maternity fashions and accessories, and we are expanding our offerings to include prenatal vitamins, safe and effective herbal remedies and testing products such as caffeine detectors and pregnancy tests."

Due Maternity offers prenatal vitamins with Omega-3 and DHA, which is shown to be beneficial for neural, cardiovascular and brain development in both moms and infants. When taken post partum, these supplements can increase the supply of DHA in mother's breast milk. Morning sickness can be alleviated with Mommy's Bliss Morning

Sickness Magic Capsules, which contain ginger, which is a natural way to remedy nausea and vomiting.

Among the other items offered by Due Maternity are Caffeine test strips that help detect even trace amounts of caffeine in decaffeinated beverages. For expectant parents who wish to know their baby's gender at 10 weeks, Pink or Blue DNA Gender tests are available. Due Maternity is continually researching and adding products to its catalog, providing a one-of-a-kind experience for expectant mothers and families.

Offering more than just maternity clothing, Due has established its presence as the premier maternity lifestyle brand that specializes in celebrating this special time in a woman's life. Due Maternity's online community engages visitors with the ability to create personal page with baby's due date, gift registry, next-generation photo and video sharing, guest book, baby due date calculator, baby astrology, and even a way to create custom announcements, baby shower and birthday party invitations. Due Maternity podcasts range from parenting tips to the latest pregnancy styles and trends.

About

Due

Maternity

Due Maternity retail stores and online shop featuring the highest quality merchandise and unparalleled customer service, was born out of necessity. While visiting family in Santa Barbara, expectant former publicist Shannon Raffetto DiPadova and her husband, Albert DiPadova, an advertising veteran, noticed an absence of maternity clothing stores among Santa Barbara's bevy of boutiques, and thus — Due Maternity was conceived. Dedicated to celebrating the pregnancy experience with beauty, style and a sense of well-being, Due offers one of the largest selections of [designer maternity clothes](#), [maternity tees](#), [maternity dresses](#), accessories, skin care as well as prenatal and lactation classes. For more information, please visit www.DueMaternity.com or call 1-866-SHOP-DUE (1-866-746-7383).

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