



UpSpring Baby Enters Exclusive Licensing Agreement with C-Panty® - The After Cesarean Underwear

AUSTIN, TX (December 9, 2011) -- UpSpring Baby is pleased to announce it has entered into an exclusive licensing agreement with C-Panty® - The After Cesarean Underwear. The licensing agreement officially went into effect December 5th and UpSpring Baby is now responsible for the C-Panty brand and all products moving forward.

C-Panty inventor Catherine Brooks will continue to work with UpSpring Baby as a Clinical Consultant and provide on-going support. Brooks founded C-Panty in 2007 and created the first, and now patented, after cesarean underwear with built in compression and silicone over the incision area to help ease recovery for women that have had a c-section.

For more than five years, UpSpring Baby has been creating innovative health and wellness products that improve the lives of parents and babies. "By adding C-Panty to its popular line of products, UpSpring Baby is truly driving innovation within the postnatal category to meet the most pressing needs of new moms," said Caroline Goodner, CEO of UpSpring Baby. "With over 1.3 million c-section births annually in the U.S. UpSpring Baby is excited to expand the C-Panty brand and help moms recover more comfortably and faster after cesarean."

C-Panty is a unique breakthrough product that helps both heal and slim new moms who have had a C-section. It is the only patented c-section recovery system with focused compression plus silicone to decrease swelling and address scarring in one convenient pull-on-and-go panty. Silicone is the most effective method for scar management and the standard care for plastic surgeons because it helps to decrease scar size and reduce pain and itching.

"C-Panty has experienced tremendous growth in a short amount of time and I am excited to now launch C-Panty onto bigger and better hands. I know that UpSpring Baby's experience and commitment to C-Panty will help even more moms get back to baby in comfort after a c-section." said Brooks.

UpSpring Baby will carry the C-Panty Classic Cut, C-Panty Tummy Cut, C-Panty Starter Kit, C-Panty Classic Cut 2-pack, and the Slimmer For All Moms with retail price starting at \$37.50.

For more information please visit upspringbaby.com or cpanty.com