



UPSPRING LAUNCHES NEW POSTPARTUM BELLY WRAP SHRINKX BELLY

Austin, TX (August 23, 2013) -- With the average woman gaining up to 35 lbs during pregnancy, new moms are anxious to reclaim their pre-pregnancy body after delivery. **Shrinkx Belly** helps mom lose inches faster off their belly and waist. **Shrinkx Belly** is the only postpartum belly wrap with triple compression points so mom can customize the location and level of compression on the abdomen giving her individual postpartum support where she wants and needs it most.



Shrinkx Belly is made of breathable mesh fabric that molds comfortably to the body and will not hinder movement. Because the band is lightweight and conforms to the body, **Shrinkx Belly** is easily worn under clothing making new moms look and feel better instantly. The belly band also has built in boning to help support the lower back and improve posture while breastfeeding. **Shrinkx Belly** retails for \$39.99 and is available in Nude or Black and comes in two sizes (Small/Medium and Large/X-Large) at www.shrinkx.com



UpSpring's "Body After Baby" collection includes Shrinkx Belly as well as Shrinkx Hips postpartum hip compression belt, C-Panty after c-section recovery underwear and Ms-Panty postpartum recovery underwear. UpSpring is also the maker of the world's only test to detect alcohol in breast milk, Milkscreen.

Founded in 2005, UpSpring is the creator of award-winning health and wellness products for new moms and young children. UpSpring is dedicated to creating highly innovative, peace of mind products that offer convenient solutions for today's modern family. Learn more at www.upspringbaby.com