Carrying comfort

Now you can bond with your baby in cosy comfort wherever you go... introducing the latest Goldbug Baby Carriers!

GOLDBUG SLING & HIP CARRIER ▷

Allows you to bond with baby in cosy comfort. The breathable, stretchy mesh, combined with the infant body support system, ensures baby's head remains high and the body aligns naturally. Weight Sensor™ fabric comfortably forms to the shape and weight of the infant or toddler. The carrier also offers the perfect position for discreet nursing. RRP$69.95.

△ GOLDBUG COMFORT SUPPORT CARRIER

Parents appreciate the extreme comfort of the unique, adjustable back support featuring wide, contoured and elasticised panels. It also helps support and distributes baby weight evenly. Extra safety features include leg straps for smaller babies and double-release buckles for the baby pouch. Both the pouch and adult harness adjust easily for just the right fit at every stage. Baby stays cool with the vented air-flow foam and dry with the weather cover. Whether facing in or out, baby is ready for a great ride! RRP$119.95

GOLDBUG SOFT BABY CARRIER

Your child is carried safe and close to you while leaving your hands free. Our carrier offers comfort, support and closeness for parents and their growing babies. Goldbug Soft Baby Carrier features "face in" or "out" for a comfortable ride. Add-on features such as the crossed-strap system help distribute weight evenly and a storage pocket to hold the extras. RRP$79.95

BABY CARRY TRAVELLER △

An excellent alternative to a bassinet, providing a portable, safe and snug environment for newborns. It's designed to fit into most layback baby strollers and has the side clips which can be attached to the harness making it a safe and secure way to move baby around without disturbance. RRP$69.95

goldbug™

Leaders of innovative baby & infant products

To see the complete range, visit www.goldbug.com.au. For stockist call 03 9553 0024.

Shop smart

Looking to buy a baby carrier or stretch mark treatments? Read this guide first!

HOW TO BUY Stretch mark creams

Of course your new baby is compensation for any less-than-desirable changes to your body post-pregnancy. But, let's face it, who wouldn't prefer to avoid the purply-red streaks that are stretch marks, if at all possible?

What are stretch marks? Stretch marks are lines that appear on the skin when it's stretched a lot in a short space of time, causing the elastic fibres to break.

It's not just you. Take some consolation in the fact that 75-90% of mums-to-be get stretch marks. It's often only in the final weeks of pregnancy that they appear.

Scientific proof of the efficiency of stretch mark lotions and potions is hard to find but it is thought creams with oils, vitamins A and E, collagen and elastin help prevent stretch marks. Meanwhile, alpha hydroxyl acid and retinoids are common ingredients included in formulas to help treat existing marks. Moisturising alone will not stop the rupturing of collagen but it might make your skin look and feel smoother.

Bio-Oil, 60ml, $14.95

Stretch mark 'prevention' cream should be applied as soon into your pregnancy as possible – and daily. If it's to be effective, begin in the first trimester. Don't confine use to your tummy either – upper arms, bottoms and thighs can all be prone to developing stretch marks during pregnancy.

Look for a cream that is absorbed well by your skin. If you prefer to avoid synthetic chemical products in pregnancy and when breastfeeding, there are several 100% natural stretch mark creams on the market.

If all else fails and you do get stretch marks, take solace in the fact they will fade and become less noticeable over time. The initial red or purple streaks eventually fade to thinner white or silver lines that are less visible, even if you haven't spent a fortune on the latest wonder products.

Trilogy Certified Organic Rosehip Oil, 20ml, $20

HOW TO BUY Baby carriers

Leave the stroller behind, keep your bub comfy and close and get on with your life, hands-free!

New babies love hearing your heart beat while older ones appreciate being able to see their surroundings and being included in your conversations.

Most newborn carrier models offer two carrying positions. Newborns need to be on your front, facing in, with a raised, padded headrest for extra support and perhaps a headhugger. Once bub's neck muscles are stronger you can switch to an outward-facing position, with the headrest folded down. A few carriers have a back or side position, generally for older babies.

Look for lumbar support and well padded, wide shoulder straps to spread your baby's weight comfortably as she grows. The maximum most models take is 9-15 kg but by then it's time to consider a back carrier.

Goldbug Comfort Support Carrier, $119.95

Persevere – carriers can be tricky to get used to. Look for an instruction video online, get a friend to help the first few times or ask the retailer. Most carriers are easy once you've got the knack and the benefits make it really worthwhile.

WORDS KATERINA AGIOSTRATITIS

what's in store

A one-stop shop for all the latest great buys for pregnant women. Get ready to hit the shops!

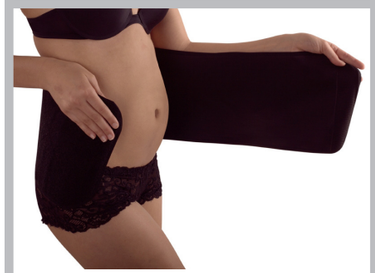
EGG'S BAMBINO BABY BAG
This stylish tote has it all – adjustable strap that clips off to hang on the pram, insulated bottle holder, separated waterproof compartments, a mobile phone holder, key clip and changing mat. Buy online at www.eggmaternity.com or at any EGG store or stockist. + 64 (0)9523 0398. RRP$159.90.

JOHNSON'S® BABY BEDTIME
Help your bub fall asleep faster and sleep better through the night with JOHNSON'S® Bedtime range. It contains NATURALCALM® essences, a unique blend of soothing aromas that help relax baby. Use as part of a clinically proven three-step nightly routine; bathe, massage and quiet time.

PANACHEE
Panachee stocks everything you need – whether you're trying for a bub or buying products for your little one. Bonus: they're offering 20% off on full-priced merchandise and 30% off on all nightwear for *P&B* readers! Visit www.panachee.com.au or call 03 95688855 for more information.

NUTRICIA
To continue to support your child's developing immune system age two, try Karicare® Immunocare® Gold+ Junior. Enriched with a unique blend of Prebiotics, Iron, Zinc and Omega 3 DHA. Visit www.nutricia.com.au or call 1800 060 057 for more information.

PUMPKIN PATCH
The Pure Patch Organic Baby Wear collection starts your child off in irresistible style. Check it out at www.pumpkinpatch.com.au or call the customer service number on 1800 1234 30 for more information. Available at all Pumpkin Patch stores.



VESPA & THE LADYBIRD
This Post Pregnancy Belly Wrap is a maternity hospital bag essential. Available in black and nude, these wraps come in three sizes and have a generous Velcro fastening strip which allows it to shrink as you do. Visit www.vespaandtheladybird.com.au.

S-26 GOLD® TODDLER
Wyeth Nutrition's S-26 GOLD® TODDLER is fortified with lutein, for precious little eyes. Lutein, naturally sourced from the marigold flower, is a clever antioxidant which may help neutralise free radicals. The perfect mix of science and love.

SOOTHING STEAM
The Euky Bear Steam Vaporiser provides an all-night solution that's safe for newborns and older. Soothing, warm steam helps ease a cough so baby can sleep better (and so can you!). Prices start at $59.95. For more information, visit www.fgb.com.au.

PREGNANCY MASSAGE AT PRECIOUS PREVIEWS
Pamper yourself with a massage on a table specially designed for pregnant women. You'll love the benefits – massage increases circulation and promotes relaxation. Visit www.preciouspreviews.com.au.

NATURE'S CHILD 100% CERTIFIED ORGANIC BOTTOM BALM
There's no other nappy cream on the market that's as pure and chemical-free as this one with 100% certified organic ingredients. Call 1300 555 632 for stockist information. RRP$19.95

THE BABY SHOWER SHOP
Want the perfect baby shower? You'll find everything you need at The Baby Shower Shop – invites, decorations, games, novelties and so much more! Visit www.thebabyshowershop.com.au or call 1300 797 530 for more details.

BABES IN ARMS
The multi award-winning ERGObaby is the only carrier in the world listed as one of the Top 20 Baby Products over the last 20 years. ERGObaby is perfect from birth up to 18kgs and offers three carry positions – front, back, hip. ERGObaby is your one-stop ergonomic solution! Visit www.babesinarms.com.au or call 1300 725 276. RRP$159

BABY CARRY TRAVELLER
provides a portable, safe and snug environment for newborns. It's designed to fit into most layback baby strollers and has side clips which can be attached to the harness, making it a safe and secure way to move baby around. For stockists visit www.goldbug.com.au. RRP$69.95

BREASTFEEDING: REAL MUMS TELL YOU HOW Around 80% of women experience problems breastfeeding. Are you prepared? This breastfeeding book has realistic advice for the modern woman. Learn how to feed your baby with no guilt or pressure. It also includes stories and advice from real mums. Visit www.breastfeedingbook.com.au.

HUGGIES® NEWBORN NAPPIES
These clever nappies have a Wetness Indicator that changes colour when wet to help you know when it's change time! It also has a Waistband Pocket to help protect against leakage at the back. Surf to www.huggies.com.au for more information.

CUSHIE TUSHIES
How cushie is your tushie? This cute product combines the benefits of cloth nappies with the ease of disposables, so you'll save money! Cushie Tushies – the modern cloth nappy. For more info, visit www.cushietushies.com.au.