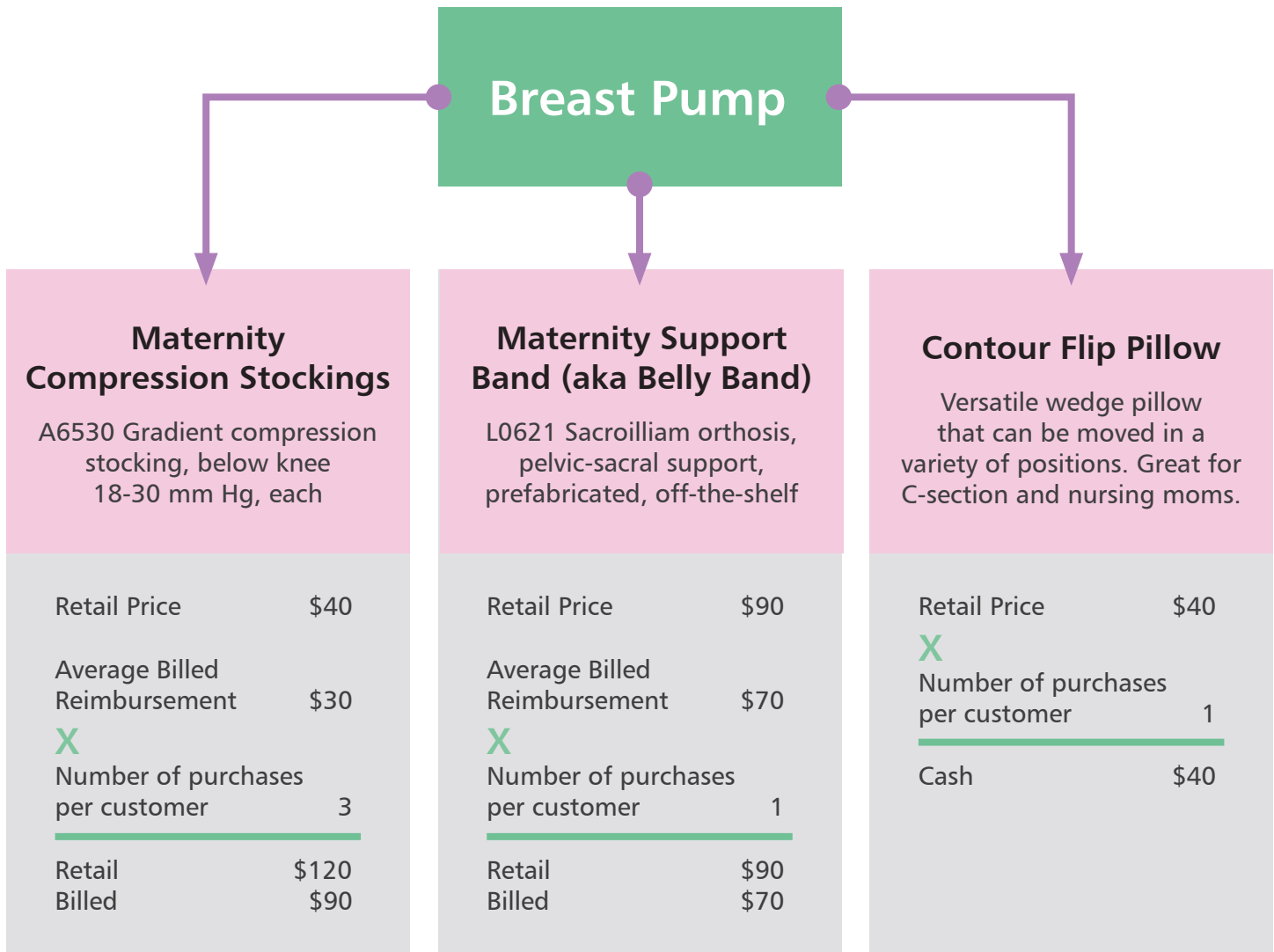


Adding Incremental Sales With Every Breast Pump Purchase

The key to gaining traction with your breast pump business is marketing to local OB/GYN offices. There are additional items pregnant and new moms may need that your business can and should be offering. Some are billable to insurance, while others are cash pay.



Estimated Sample Earnings Potential

Estimated Additional Revenue Based on 2,000 Maternity Patients	2,000
Estimated 20% or 400 patients required maternity compression stockings	
Estimated # of compression stockings dispensed	1,200
Estimated annual revenue @ \$30 per pair	\$36,000
Estimated 20% or 400 patients purchased maternity support band	
Estimated # of maternity support bands dispensed	400
Estimated annual revenue @ \$70 (billed fee)	\$28,000
Estimated 30% or 600 patients will have a C-section and purchase a contour flip pillow	
Estimated # of contour flip pillow dispensed	600
Estimated annual revenue @ \$40 each	\$24,000

Potential annual revenue increase:

Compression Stockings	\$36,000
Maternity Support Bands	\$28,000
Contour Flip Pillows	\$24,000
Total	\$88,000

*Not taking into consideration the breast pump, incremental sales only

Sample Vendor Sourcing

Vendor	Motif Medical	Ardo	Medi USA	Therafirm	Tomme Tippee	Vim & Vigr	Medline	Contour Products	Royce Lingerie
Electric Breast Pumps	X	X			X		X		
Maternity Compression Stockings	X		X	X		X	X		
Maternity Support Band (Belly Band)	X		X				X		
Postpartum Recovery Support Garment	X								
Breast Milk Storage Bags	X	X			X		X		
Body Positioning Pillows								X	
Nursing Bras	X								X
C-Section Bandages	X								
Nipple Cream		X			X				
Bottle/Nipple Sterilizers					X				
Bili-Blanket	X								



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