



In the Media: ABC 7 News: Los Angeles - October 2, 2007



Mommy Moneymaker: Trendy, Hip Additions to Maternity Market

LOS ANGELES, Oct. 2, 2007 (KABC-TV) - You may have seen Halle Berry talking about her pregnancy on Tuesday's Oprah. And if she's like most L.A. moms, she's looking for hip, trendy, products that offer comfort and relief. That's why the maternity market is such a big moneymaker. At the recent Mom2B trade show, Eyewitness News got a sneak peek at some interesting products.

RELATED LINKS

- LINK: Paraben free products at Love Me Baby Me (www.lovemebabyme.com)
- LINK: Baby carriers under \$100 at Belle Baby Carriers (www.bellebabycarriers.com)
- LINK: Baby Carrier for \$129.99 (www.metromamma.com)
- LINK: Gender Prediction Test at IntelliGender (www.intelligender.com)

Over a hundred entrepreneurs, many new mothers themselves, have created products they say they wish they had when they were pregnant -- everything from butt balms to prevent diaper rash to tres L.A. stylish slings.

The unusual, too. If you don't trust the Chinese calendar, and you can't wait to find out if you're having a boy or a

girl, Intelligender offers the first in-home, urine-based gender predictor kit. Creators say its 90 percent accurate. Creators say this \$35 kit measures specific hormones in the urine.

"If it's a girl, it changes to orange. If it's a boy, it changes to green," said Theresa Garland of Intelligender.

The test is done 10 weeks into pregnancy. The process is proprietary, and Intelligender isn't sharing how it works. However, an OB/GYN specialist who spoke with Eyewitness News said there's just no scientific basis behind it, and that there are no specific hormones that indicate gender.

The makers of the product say it works.

"I finally got the baby girl after three boys," said Rebecca Griffin of Intelligender,

When you have that many kids, you'll need help carrying them around. The Belle Baby Carrier keeps most of the weight around the hips.

