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**DESIGN VERONIQUE®**  
MATERNITY

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**FDA Approved Body Support Products Offer Relief to Women  
Undergoing Postpartum Cesarean Recovery**

**Richmond, California, August 12, 2009** – Cesarean births have increased dramatically in the United States, and worldwide, over the past few years. In the United States, the [National Center for Health Statistics cites over 30% of all US births in 2006 were delivered by Cesarean Section](#). While many debate the reasons for the increase in Cesarean delivery, very little has been done to address how women recover from the surgical procedure.

Cesarean birth recovery can be challenging for many women. According to Childbirth Connection's national survey titled, [New Mothers Speak Out](#), 79% of women, who undergo a Cesarean delivery, encounter pain at the incision site during the first two months of recovery. At six months, incision pain persists for 18% of new mothers. For some new mothers, pain at the Cesarean incision site impacted their ability to care for their newborn child.

Tapping into over 23 years experience in design and manufacturing of medical compression garments that assist patients with aesthetic and reconstructive postsurgical recovery, Design Veronique has recently launched the only [FDA approved postpartum Cesarean body support product](#) on the market today. The product is designed to provide targeted, seamless support to the Cesarean incision site to increase comfort and body stability, and to reduce incision scarring. Additionally, the postpartum Cesarean support product addresses the [physiological changes that affect all postpartum women](#), such as abdominal wall muscle retraction, by providing 360 degree torso support.

“There are many shape wear products on the market designed to make a woman look slimmer after pregnancy. My focus in developing my maternity and postpartum line was not on how a woman looks after having a baby, but rather addressing her discomfort during the postpartum recovery period,” said [Veronica C. Smith, CEO and Chief Designer for Design Veronique](#). Ms Smith adds, “Many women I’m close to have struggled with recovery from a Cesarean surgical procedure, which led me to use my years of medical compression garment experience to develop a body product that addresses both the surgical aspect of a woman’s recovery, as well as the [physiological changes associated with the postpartum recovery process](#).”

Design Veronique’s new line of maternity and postpartum support products include additional options for women who give birth vaginally, as well as a line of pregnancy and nursing bras. The line is priced from \$39.90 to \$99.90 and is available on the company’s website at [www.DesignVeronique.com](http://www.DesignVeronique.com).

**ABOUT Design Veronique** - Design Veronique® is the global leader in [Medical Compression Garment](#) design and manufacturing. With over 23 years experience in developing FDA approved products, Design Veronique’s new line of maternity and postpartum intimate apparel supports specific physiological changes that occur during pregnancy and postpartum.

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