

Due Maternity Makes a Splash with Swimwear Discount



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Website offers 25 percent off all maternity swimsuit styles

SANTA BARBARA, CA, July 2009 — Due Maternity, specializing in designer maternity clothing and accessories, celebrates summer time with the season's most fashionable looks in bathing suits, at 25 percent off. Known for its hip, stylish maternity clothing, Due Maternity also offers an exclusive selection of organic skin care essentials and nutritional supplements to keep mom-to-be looking and feeling fabulous during her nine month journey.

"Expectant mothers who don't want to hide inside this summer can look great showing off their bump in our latest summer swimsuit styles," says Shannon DiPadova, co-founder, Due Maternity.

"In addition to looking great, it's especially important for women who are pregnant during summer months to stay comfortable, cool and hydrated. Due Maternity's skin care, nutritional supplements and



testing products are designed for the health of moms and babies alike.”

For the expectant mother who craves the sun and surf, Due Maternity carries designer maternity swimwear that doesn't skimp on the style while offering the comfort she needs. Featuring one- and two-piece swimsuits and bikinis in halter or strapless styles, cover-ups, skorts and even sequined flip-flops, Due Maternity is the one-stop shop for the stylish summer bump.

Skin care and beauty products from Basq and Novena nourish and protect an expectant mother's skin during the summer months. Novena's Organic Bearberry Skin Brightening Moisturizer, Tangerine Cocoa Butter Cream, Organic Cucumber Cranberry Eye Gel and Organic Fruit Face Wash are popular choices and make great gifts. Basq touts its belly butter with Darutoside and Algisium C, to combat stretch marks, facial cleanser, aromatherapy candles and lotions, and more.



Relaxing poolside or at the beach, moms-to-be can ensure that beverages are caffeine free with D+Caf caffeine test strips. To keep energy levels up, Bellybar Pregnancy nutrition bars make a fast, convenient snack, in flavors like Mellow Oat, Berry Nutty Cravings, Baby Needs Chocolate and Burstin Chocolate. Ready to drink vanilla or chocolate Bellybar shakes make an ideal snack or meal replacement, especially in the mornings.

Offering more than just maternity clothes, Due has established its presence as the premier maternity lifestyle brand that specializes in celebrating this special time in a woman's life.

Due Maternity's online community engages visitors with the ability to create personal page with baby's due date, gift registry, next-generation photo and video sharing, guest book, baby due date calculator, baby astrology, and even a way to create custom announcements, baby shower and birthday party invitations. Due Maternity podcasts range from parenting tips to the latest pregnancy styles and trends.

About Due Maternity

Offering more than just [maternity clothing](#), Due Maternity is the

premier maternity lifestyle brand that celebrates this special time in a woman's life. Dedicated to experiencing pregnancy and parenthood with beauty, style and a sense of well-being, Due offers one of the largest selections of designer [maternity clothes](#), maternity tees, [maternity dresses](#), accessories and skin care as well as prenatal and infant nutrition and supplements. Due Maternity's online community engages visitors with a social media platform that allows members to create personal pages that include baby's due date, gift registry, next-generation photo and video sharing, guest book, baby due date calculator, baby astrology, and a way to create custom announcements, baby shower and birthday party invitations. For more information, please visit www.DueMaternity.com or call 1-866-SHOP-DUE (1-866-746-7383).

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