



## re-imagining lactation support

No more searching, vetting, waiting, and stressing.



### convenient



- Same-day service
- At your home
- One text away

### in-person



- Compassionate
- Individualized care
- Comprehensive visit

### qualified



- Expert Lactation Professionals
- Certified & vetted
- Extensive provider network

[WWW.GETBOOBER.COM](http://WWW.GETBOOBER.COM)



For all press inquiries, interview requests and images, please contact us at [833-boober1](tel:833-boober1) or email [press@getboober.com](mailto:press@getboober.com)

# about boober

**simple:** The text-based platform quickly matches parents with a qualified, vetted lactation consultant they can trust. Caring, in-person support helps parents resolve most feeding problems, provides emotional support, and builds confidence.

**fast:** boober quickly sends expert help directly to the parents' home or hospital room, and gives them the support they need to realize their feeding goals.

## effective

In-person  
care

Increased breastfeeding  
success rates

Increased mother  
& baby health:

- decreased breast cancer
- decreased obesity
- decreased postpartum depression

Pediatricians  
Love it!

100% 5-Star  
reviews on Yelp!  
and google

*“Everyone in my pediatric group has been so pleased with boober! We send all our patients struggling with breastfeeding there!”*

- Dr. Liza Natale of Pediatric Associates in  
Gramercy Park and Park Slope

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AVERAGE HOSPITAL LACTATION VISIT

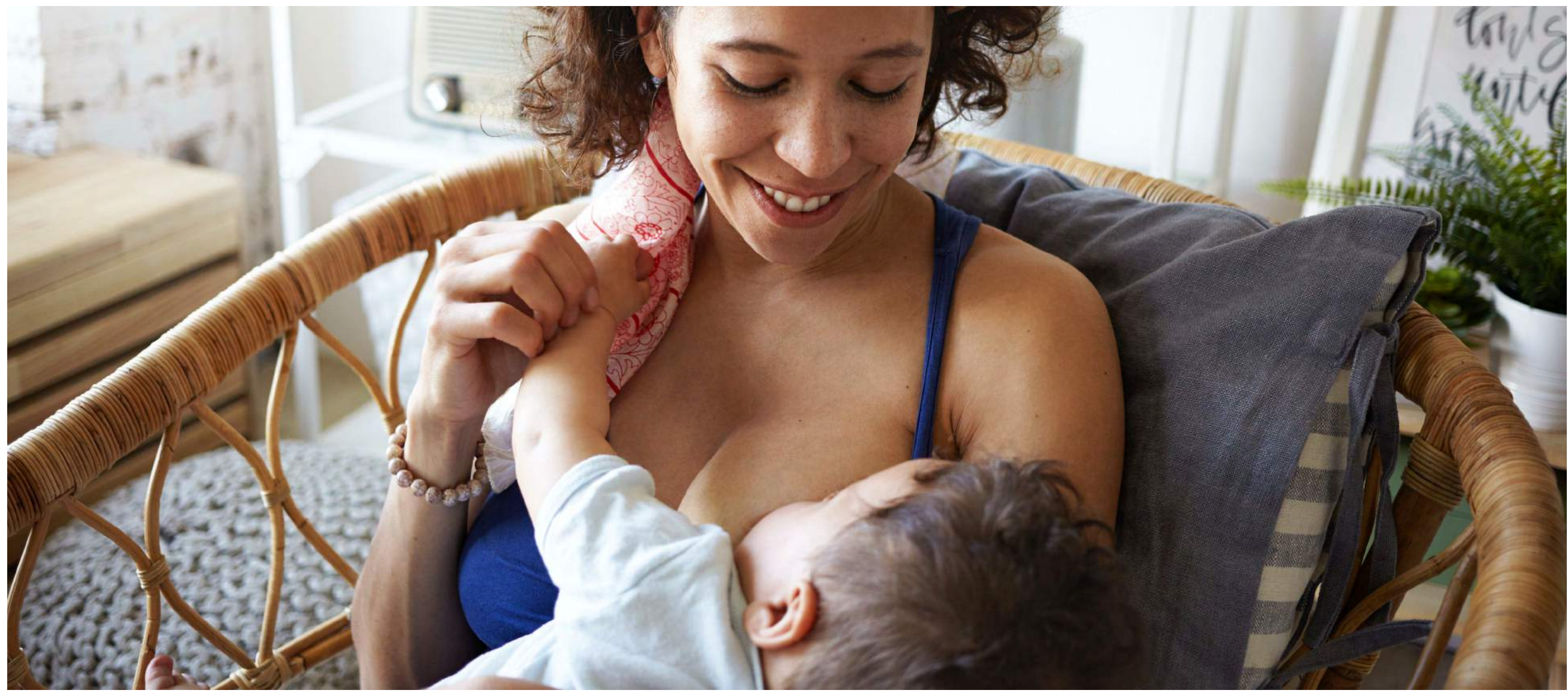


AVERAGE BOOBER VISIT



# 6 weeks

TYPICAL TIME UNTIL FIRST SCHEDULED POSTPARTUM DOCTOR VISIT



*“It was so amazing to find a service that allowed me to talk with a lactation professional right away. I had left so many voicemails (with other lactation consultants), but what I really needed was to speak with someone right away so I could calm down.”*

## 82%

OF NEW MOMS INITIATE BREASTFEEDING

## 92%

OF THE NEW MOMS SAY THEY ARE HAVING PROBLEMS BREASTFEEDING

## Only 32%

ACTUALLY MEET THEIR BREASTFEEDING GOALS

*“Loved how quick and easy everything was without having to sift through reviews”*



## 3.4 Million

SUFFERING MOMS EACH YEAR!



*“Thank you so much for making this service so easy and painless, it was a godsend.”*

*“My lactation pro was warm, extremely knowledgeable, understanding, positive and encouraging!! Could not have dreamed of a better scenario / person!”*



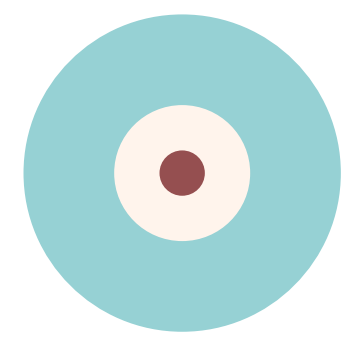
BREASTFEEDING MOMS THAT RECEIVE FACE-TO-FACE SUPPORT ARE AT LEAST

# 20% more likely

TO REACH THE RECOMMENDED AAP/WHO/CDC GUIDELINES FOR EXCLUSIVE BREASTFEEDING FOR THE FIRST SIX MONTHS

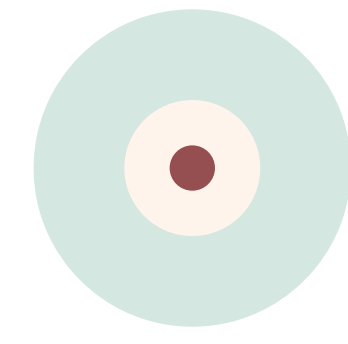
# how it works

## 3 EASY STEPS



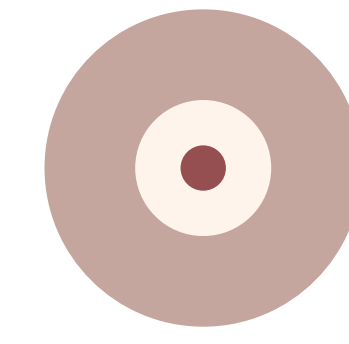
### text

833-boober1  
(833)266-2371



### connect

We'll call you right away  
and connect you to a  
vetted, top-rated  
Lactation Professional



### success

You'll hire your Lactation  
Professional directly for  
a same-day visit at your  
home or hospital

Support is customizable and judgment-free. boober offers tailored help based on specific parents' needs:

- Offering pre-birth lactation education
- Troubleshooting breastfeeding or chestfeeding
- Helping with bottle-feeding
- Managing the return to work
- Weaning
- Helping with pumping and bottle-feeding

boober is available in the 5 boroughs of NYC, Westchester, Long Island, and parts of New Jersey and expanding every day.



# the founder

boober is a femtech start-up founded by **Jada Shapiro**. Shapiro is a longtime childbirth educator, certified lactation counselor, birth and postpartum doula, birth photographer, and mother. An expert in maternal health, she frequently moderates and appears on panels at top parenting conventions and provides birth and breastfeeding consultation to TV shows, A-list actors, and major films (most recently to Jennifer Lawrence). She is a media expert on childbirth, lactation, and parenting, regularly sought out by the New York Times, The Today Show, Time Out New York, NBC, CBS, E!, TLC and other media outlets. She is also the founder of Birth Day Presence, one of the premier childbirth education centers in the country, which has helped more than 20,000 New York families welcome their babies into the community.



## in the news



## our story

boober founder and #pregnancytopostpartum expert Jada Shapiro witnessed the breastfeeding struggle firsthand. Her childbirth education students were desperate for breastfeeding help, constantly sending urgent texts for help once the baby arrived. Her willingness to come to their homes and help right away made a critical difference in their early infant feeding and emotional well-being during a time when new parents are often isolated and unsupported. When the pleas for help kept pouring in, she tapped into her established professional network and grew this on-demand service into boober.

By offering an on-demand marketplace that conveniently connects parents to immediate, in-person help, boober is well on its way to realizing its mission to improve healthcare experiences and outcomes of new parents and their babies.

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